



# Home Seller's Road Map

By Steve Charlett





# Why work with me?

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## STEVE CHARLETT

Broker Associate  
Certified Residential Specialist  
Real Estate Negotiation Expert  
Certified Listing Professional

RE/MAX PROFESSIONALS  
720.308.6835  
303-799.9898  
Steve@DrRelocation.com

Steve has been licensed since 1999 and brings over two decades of consistent, professional experience to the table. He thrives on understanding his clients' needs, fostering strong relationships built on trust and open communication. Whether you're a first-time homebuyer or seasoned homeowner buying a luxury home in an active adult community, Steve's expertise extends to all aspects of real estate.

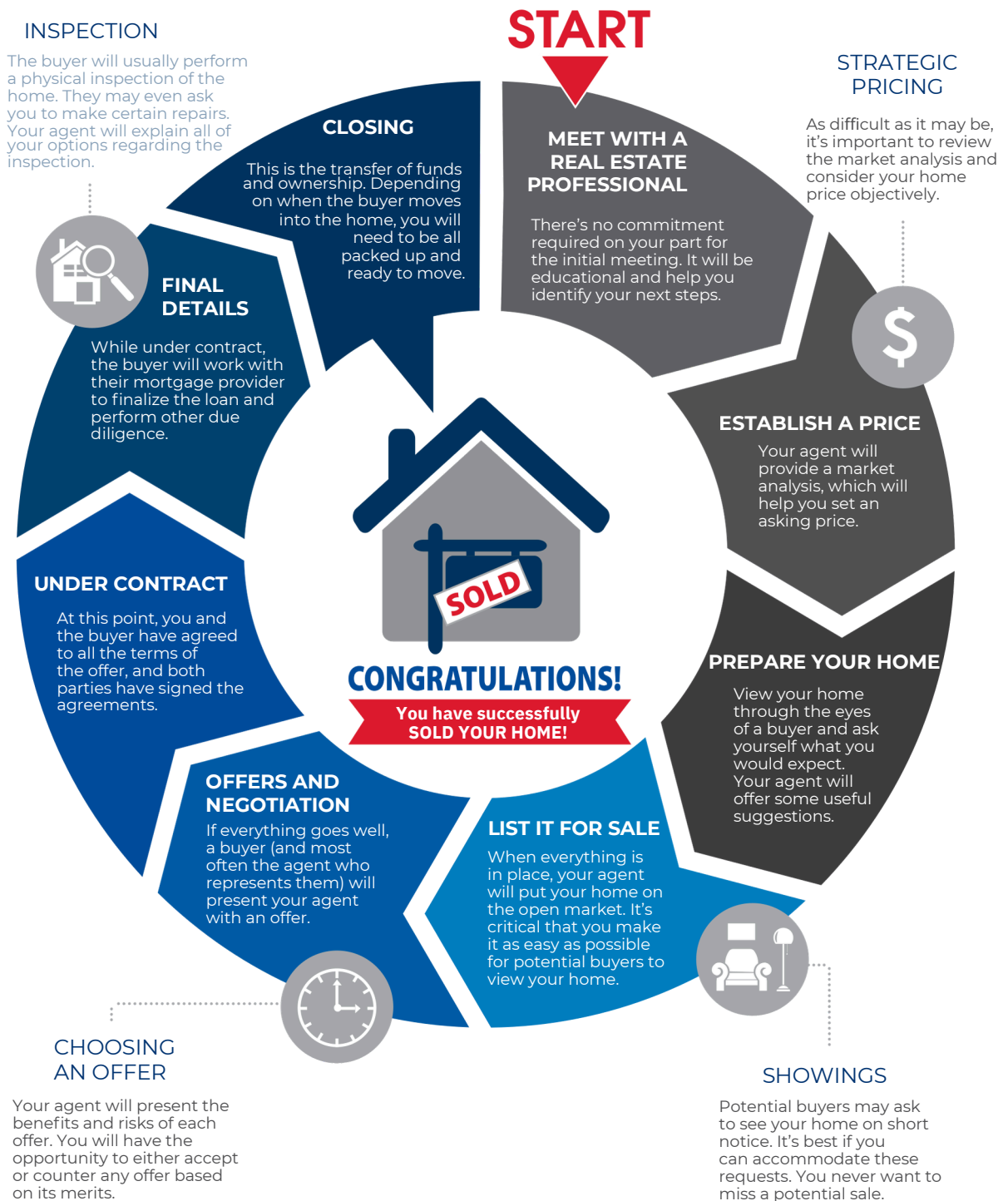
His knowledge of construction styles, building techniques, and materials, or investment properties, Steve's proficiencies make him a clear choice over other realtors. He also enjoys helping clients find their resort and second homes in the mountain communities. Steve's extensive experience in various economic climates and housing trends, coupled with his business savvy, makes him a standout choice among realtors.

Steve and the Doctor Relocation Team provide nationwide home buying, selling, and relocation services. When clients work with us, they will be engaged with one of our highly skilled RE/MAX Realtors. As passionate ambassadors of our communities, we will introduce the best neighborhoods, homes with the greatest resale values, the best schools, recreation amenities, and cultural and religious opportunities.

When working with us, we coordinate value-added services, including specialized mortgage loans, moving company services, short-term housing, home warranties, and home services providers. We advise our clients on tax-deductible moving expenses to help everyone save time and money. Our clients will substantially benefit from our community expertise and negotiation skills to save you time and money.



# Seller's roadmap



# the selling process

## LET'S BREAK THE HOME SELLING PROCESS DOWN INTO 4 SIMPLE STEPS:

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01

### PREPARE IT

Meet with your agent  
Clean, declutter, paint

02

### PRICE IT

Evaluate market  
Know how to price right

03

### ADVERTISE IT

Determine price  
Strategic marketing

04

### SELL IT

Negotiate offers  
Get under contract



## ✓ CLEAN, DECLUTTER, PAINT

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"Buyers decide in the **first 8 seconds** of seeing a home if they're interested in buying it. Get out of your car, walk in their shoes and see what they see within the first 8 seconds."

- BARBARA CORCORAN



The initial impression a buyer gets when they first step into a home is extremely crucial. If a potential buyer encounters an unkempt property, they may conclude that the current owners neglected the property's upkeep.

Most buyers prefer a property that is ready to move in and gives the feeling of being brand new. The prospect of a long list of tasks and repairs awaiting them immediately upon moving in can be overwhelming and off-putting.

If necessary, we engage the services of professional cleaners and home stagers to present your home in the most attractive manner possible.

*Refer to the checklist in the following pages to ensure your home is market-ready.*

## ✓ PRICE IT RIGHT

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It's important to thoroughly evaluate the market to determine the market value of your home. Here's why:

- Properties that are priced right from the beginning typically sell for more in the end.
- If you price your home too high, the home will stay on the market longer. The longer a home stays on the market, the less it will be shown.
- Your property attracts the most interest when it is first listed, so it is crucial to price it correctly initially.

### PROS AND CONS OF PRICING IT...



#### BELOW MARKET VALUE

- + The home will receive high interest and a quick sale
- + You may get a multiple-offer scenario, which may include offers higher than the asking price
- Risk of having to sell at a lower price



#### AT MARKET VALUE

- + No appraisal issues
- + Buyers and agents will recognize a fair price
- + Will appear on more relevant buyer searches



#### OVER MARKET VALUE

- + If you have to receive a certain amount for the home
- It will take much longer to sell
- The more days it's on the market, the worse it looks to prospects
- The home may not appraise by the buyer's lender, back to negotiations

### What is my home worth?

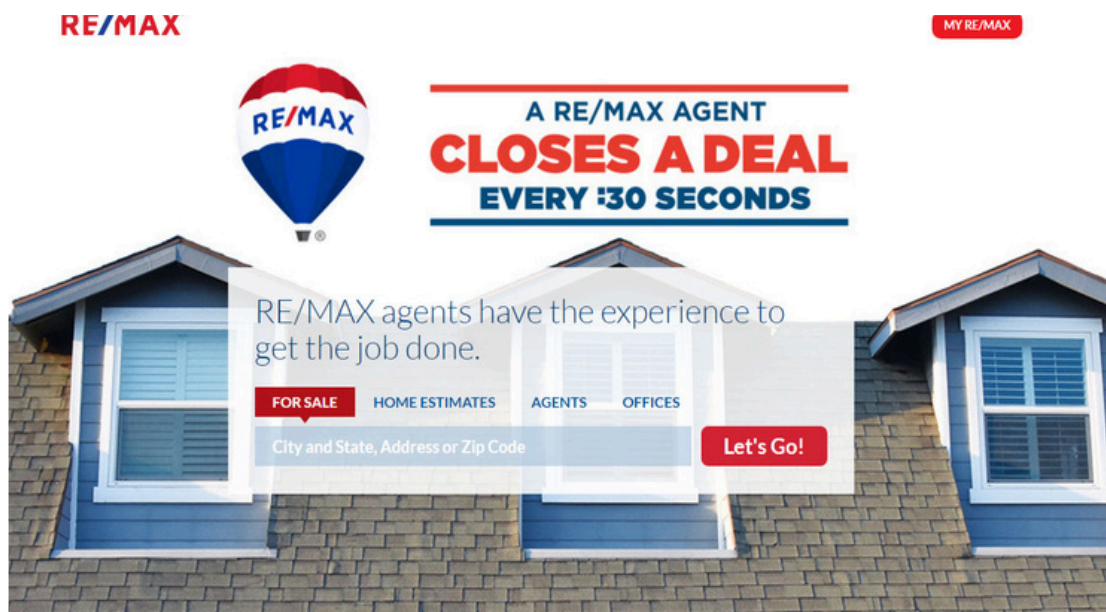
Your home's value is determined by recent comparable sales, current competition, condition, location, and buyer demand. I prepare a detailed market analysis to position your home competitively while still protecting your equity. The goal is to attract strong buyers and maximize your final sale price.

### Should we price it higher just to see what happens?

Overpricing usually reduces early interest – and the first weeks on the market matter most. Pricing correctly from the start attracts more buyers, creates competition, and often leads to a stronger final price.

## THE RE/MAX PROFESSIONALS ADVANCED LISTING SERVICE (PALS)

At RE/MAX Professionals, we are committed to providing you with the best support services in the industry. Our PALS Team helps me maximize the visibility of your home to our target audiences in both traditional and new media spaces.



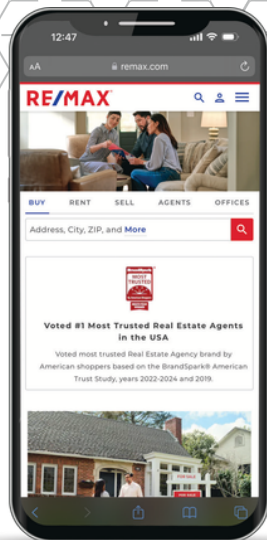
## TRADITIONAL TRANSACTION COORDINATOR:

- Enter listing into MLS
- Upload property photos - 50 photos allowed
- Upload virtual tour
- Create brochures

## (PALS) LISTING COORDINATION

- Manage property web syndication
- Manage property social media syndication - Facebook, Google My Business, YouTube and Instagram
- Posts listing on the RE/MAX Professionals YouTube channel for even more visibility
- Enhance listing on REMAX.com- 50 photos, longer description and virtual tour link
- Syndicate listing across the Web via Listings Magic & REColorado
- Update additional websites with property virtual tours
- Update listing's online preference with price changes, listing refreshes, etc.

## WEB SITE SYNDICATION



**OVER 138 MILLION VISITS\***



**RE/MAX #1 Real Estate Franchisor Site1**

Coldwell Banker **83%** FEWER VISITS

Keller Williams **85%** FEWER VISITS

Century 21 **89%** FEWER VISITS  
Data from January-December 2023

**Have confidence in any market with us.**  
**remax.com**



When you list your home with me, it gets entered into our proprietary intranet system, where it then gets preferred placement on the homesbythepros.com property search site in Denver. In addition, our PALS then syndicates your home on these prominent Web locations and hundreds of other websites including other brokerages' sites. Here are just a few....

**RE/MAX**



**facebook**

**craigslist**

**You Tube**



**Google**



# advertise it

## THE RE/MAX PROFESSIONALS INTEGRATED MARKETING CAMPAIGN



**SOPHISTICATED HOME IN CHERRY CREEK**  
11472 WHISPERING WAY DR.  
DENVER, CO 80206

**5 BEDS**   **4 BATHS**   **3,890 SQ. FT.**

**ABOUT THIS PROPERTY**  
Style and sophistication abound from this custom home. A magnificent flow sets the tone for a very livable yet elegant lifestyle. Lots of natural light and vaulted ceilings make for great breathability, and large windows open up the best views in Colorado. You will fall in love with the chef's kitchen and oversized marble island. Spacious bedrooms have been newly painted and the large bedrooms have the finest customizations with Italian marble and the finest fixtures on the market. The outdoor living space boasts two large decks, perfect for entertaining.

**SPECIAL FEATURES:**

- Location, location location!
- Meticulously cared for
- Quiet Cul-de-sac
- Great Mountain Views
- Close to Downtown Denver
- Amazing outdoor entertaining space
- Minutes from Denver's best shopping!

**RE/MAX PROFESSIONALS**

**THE RE/MAX COLLECTION**

12351 Stonewall Court  
Highlands Ranch, Colorado 80129  
BackCountry

Offered exclusively by  
**Smith REALTOR®**  
Owner/Broker  
RE/MAX Professionals

**JUST LISTED!**

12134 Whispering Hill Circle  
Centennial, CO 80122  
**\$895,900**

**RE/MAX PROFESSIONALS**

*The **RE/MAX Professionals** integrated marketing campaign is the most effective array of traditional and new media property marketing in Colorado, designed to capture the right buyer for your home.*

## THE RE/MAX PROFESSIONALS PRINT MARKETING

We've sought out the best print publications in our service areas to ensure our ads – and your listing – are seen by the buyers looking in your area. Our creative team has also developed industry leading print brochures and personalized marketing materials to display on-site at your home.

- One-of-a-kind personalized marketing brochures that buyers keep to compare homes, neighborhoods, schools & more

## ✓ PREPARING TO CLOSE

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Once we're under contract, keep in mind that we still have to clear any contingencies on the contract before we close.

A **contingency** is when there's something that the buyer or seller needs to do for the transaction to go forward.

*Some common contingencies are:*

- **Inspection contingency.** The buyer may request repairs or a price reduction after the inspection, or cancel if an agreement isn't reached.
- **Financing contingency.** The buyer must finalize their loan approval before closing, even with a pre-approval letter.
- **Appraisal contingency.** An appraisal is conducted to ensure the buyer is paying a fair price for your home. If the home appraises below the contract price, the buyer can renegotiate or walk away.
- **Home sale contingency.** This happens when the buyer is currently trying to sell their property. This is not as common as the other contingencies, but it does happen.



# meet the team



## Meet **Kandice Dougherty**

Staging manager  
Kandice Lee Designs  
Cell: 303.551.1710

After years in education, I decided to do what I am passionate about and that is Home Staging and Redecorating.

I'm a native Colorado girl who loves being outdoors loves the Broncos and love spending time with my family! I have always loved design and homes and decorating. I decided to put those 3 things together and do what I am passionate about and that is Home Staging and Redecorating.

I was terrified to make that jump. I took courses and got certified by Home Staging Resource and started my own business called Kandice Lee Designs LLC Home staging inside and Out! I am also a Certified Color Expert. I can help you pick the right paint the first time!



## Meet **Colleen Lopez**

Heritage Title  
Cell: 303.990.0405  
[Colleen.lopez@heritagetco.com](mailto:Colleen.lopez@heritagetco.com)

I have lived in Colorado for over 25 years and love our beautiful state! I graduated from Colorado State University and moved to Denver after graduation to pursue my career in sales. I got my feet wet in the real estate industry working for a home warranty company and then moved into title insurance. I love to be surrounded by the best in the industry at Heritage Title.

We truly care about you and your transactions.

In my free time you will find me on the sidelines cheering my kids on in their various activities, discovering new restaurants with my husband and enjoying everything Colorado has to offer.



## Meet **Angela Peek**

Transaction Manager  
Paragon Transaction Management  
Cell: 720-204-8554

I'm Angela Peek, a seasoned Transaction Manager with over 18 years of real estate experience. As the founder of Paragon Transaction Management, I've helped agents streamline their operations and focus on what matters most—growing their business and serving their clients. My mission is to provide expert transaction coordination, scheduling, and support, giving agents the freedom to achieve scalable success while enjoying more time with their families.

# what my clients say



## **INCREDIBLE AGENT, AMAZING PERSON.**

STEVE IS ONE OF THE BEST PEOPLE I'VE EVER MET, AND HE'S BEEN INCREDIBLE TO MY FAMILY. WE'VE USED HIM TO BOTH BUY AND SELL, TWICE. HE'S A TRUSTED AGENT, HE'S A WONDERFUL PERSON, AND HE HAS ALWAYS DONE WHAT IS BEST FOR MY FAMILY. HE'S SO KNOWLEDGEABLE, HE GOES ABOVE AND BEYOND, HE'S FULL OF INTEGRITY AND I ALWAYS RECOMMEND PEOPLE TO USE HIM.

*-Sean Corbett*



## **BEST REALTOR® I COULD HOPE FOR!**

I NEVER IMAGINED THE PROCESS OF UPDATING AND SELLING MY CONDO WOULD BE SO EASY! STEVE WAS INSTRUMENTAL IN UTILIZING HIS AMAZING CONTACTS TO REFURBISH MY CONDO FOR A REASONABLE PRICE AFTER GETTING BIDS. HE MANAGED THE ENTIRE PROJECT AS I LIVE HUNDREDS OF MILES AWAY, AND I ALWAYS FELT HE HAD MY BEST INTERESTS IN MIND AND WORKED HARD TO ENSURE EVERYTHING WAS COMPLETED TO PRESENT A BEAUTIFUL NEW HOME. MY CONDO WAS SOLD SOONER THAN I EXPECTED AND SOLD FOR MORE THAN I HAD ANTICIPATED. I HIGHLY RECOMMEND STEVE! HE WENT ABOVE AND BEYOND WHAT A "NORMAL" REALTOR WOULD TO MAKE THIS A GREAT EXPERIENCE WITH NO REGRETS.

*-Rhonda Hair*



## **THOROUGH, KNOWLEDGEABLE, AND KNOWS HOW TO CLOSE A DEAL.**

STEVE IS THE ULTIMATE REAL ESTATE PROFESSIONAL. HE HAS WORKED WITH US FOR OVER 20 YEARS FIRST IN PURCHASING OUR HOME AND THEN SEVERAL RENTAL INCOME PROPERTIES. THOROUGH, KNOWLEDGEABLE, AND KNOWS HOW TO CLOSE A DEAL.

*-Diane Mehan*



## **COMPLEX TRANSACTION, FLAWLESS EXECUTION.**

WE ASKED STEVE TO MANAGE A VERY COMPLEX BUY/SELL/BUY TRANSACTION TO INCLUDE SEVERAL SIDE ACTIVITIES. HE WAS PROACTIVE IN ALL ASPECTS AND LEAD US THROUGH NUMEROUS DECISION POINTS. STEVE IS EXTREMELY KNOWLEDGEABLE ON LOCATING PROPERTIES THAT MET OUR CRITERIA, INSPECTION REQUIREMENTS AND TIMETABLES. STEVE IS TENACIOUS AND VERY THOROUGH.

*-David Leigh*

## ✓ CHOOSE THE MARKETING PLAN THAT SUITS YOU BEST

### SILVER

Commission rate:  
5.6%

- 1 Represented by a Realtor®
- 2 In-depth Market Analysis
- 3 Professional Photo Packages
- 4 Professional Color Brochures
- 5 Professional Yard Sign
- 6 Internet/Social Media Marketing
- 7 Weekly Feedback Reports
- 8 Contract Negotiation/Management

*\* Designated for "show home" quality homes.*

### GOLD

Commission rate:  
6%

- 1 Represented by a Realtor®
- 2 In-depth Market Analysis
- 3 Professional Photo Packages
- 4 Drone Photography & Video
- 5 Professional Color Brochures
- 6 Professional Yard Sign
- 7 Internet/Social Media Marketing
- 8 Weekly Feedback Reports
- 9 Contract Negotiation/Management
- 10 Professional Staging Consultation
- 11 House Cleaning
- 12 Carpet Cleaning
- 13 Interior Window Washing
- 14 **Does not** include Post Construction Deep Cleaning

*\* Designated for homes needing some TLC, cleaning & staging consultation.*

### PLATINUM

Commission rate:  
6.8%

- 1 Represented by a Realtor®
- 2 In-depth Market Analysis
- 3 Professional Photo Packages
- 4 Professional Color Brochures
- 5 Professional Yard Sign
- 6 Internet/Social Media Marketing
- 7 Weekly Feedback Reports
- 8 Contract Negotiation/Management
- 9 Professional Staging Consultation
- 10 House Cleaning
- 11 Carpet Cleaning
- 12 Interior Window Washing
- 13 Exterior Window Washing
- 14 Some Staging included
- 15 GC Estimates/Remodeling
- 16 Post Construction Cleaning

*\* Designated for homes needing remodeling, cleaning and staging.*

#### Commission Disclosure:

Commissions are negotiated between the REALTOR® and the Client and are not controlled by Re/Max, MLS, or the Board of REALTORS®.

# thank you

Thank you for your trust and confidence in me, to handle the sale of your home. It's my privilege to represent you and help you achieve your goals & dreams.

If you have further queries, don't hesitate to reach out! Whether it's through a text or a phone call, I'm readily available to assist. My passion lies in helping my clients sell their homes at the highest possible price with utmost convenience - I'm always here to address any of your concerns.

*results and  
experience.*



## Steve Charlett

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P, Englewood, CO 80112  
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[steve@drrelocation.com](mailto:steve@drrelocation.com)



Fine Homes & Luxury Properties

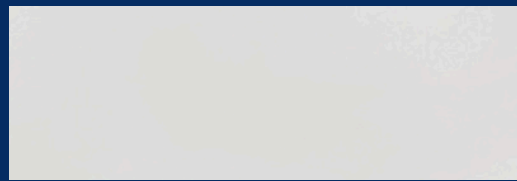
## connect with me

 [SteveCharlett.com](http://SteveCharlett.com)

 [DrRelocation.com](http://DrRelocation.com)

 [SteveCharlett](https://www.linkedin.com/in/SteveCharlett)

 [DoctorRelocation](https://www.youtube.com/DoctorRelocation)



# Additional Resources and FAQs



## **Should I offer incentives like a home warranty, closing costs, or selling agent bonus?**

Incentives are considered case-by-case. Some are helpful upfront – for example, offering a home warranty if appliances are older or additional agent compensation in low-traffic areas. Others, like closing cost assistance, are typically stronger when used during negotiations.

## **What do I need to disclose?**

It's best to disclose known issues early. Buyers will inspect the home, so surprises after contract can jeopardize the sale. Problems with appliances, plumbing, electrical, HVAC, roof, foundation, property lines, or deed should be listed on the Seller's Disclosure. Repairs completed before listing improve buyer confidence and help support pricing.

## **What happens if my home doesn't appraise at or above the contract price?**

If the appraisal comes in low, we renegotiate price or terms to keep the deal together. You are never required to lower the price, but cooperating with the buyer is often the fastest path to closing since a future appraisal may return the same value.

## **How do you negotiate multiple offers?**

The highest offer isn't always the strongest. We compare financing type, down payment, contingencies, escrow amount, and closing timeline to determine reliability. A well-structured offer with fewer risks can be better than a higher price with uncertainty. My role is to position your home to create competition and help you choose the offer most likely to close smoothly and on time.

## **How long will it take to sell my home?**

The length of time on market will depend upon the market in your neighborhood, average days on market, condition and price. I am always working to get you the highest-best price in the shortest time possible. Currently on average, a home that is priced right goes under contract in 3-5 weeks. If you need to sell faster, that should be reflected in the list price.

## ✓ CREATE A GAME PLAN

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- Walk through your home, room by room as if you are a buyer, and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

## ✓ REPAIRS TO CONSIDER

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- Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- Landscape. Add some color with flowers and shrubs. Keep the lawn mowed and remove weeds
- Upgrade lighting. Swap out old light bulbs with new brighter bulbs
- Add more lamps and accent lighting to brighten up darker rooms
- Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return

## ✓ CLEAN, CLEAN, CLEAN

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- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets. If stained, consider replacing the carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick-knacks, personal items, etc. Remember, less is more
- Remove valuable items, like cash or jewelry, from the home
- Remember to remove or lock up all Guns

## ✓ KITCHEN AND BATHROOMS

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- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize the pantry, throw out any old items, and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

## ✓ FINISHING TOUCHES

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- Mop and polish floors
- Put away personal items
- Clean windows, curtains, and window coverings. Let that natural light in!
- Ensure all holes in walls are repaired
- Organize all closets, pantries, and storage areas to showcase SPACE
- Light a candle to ensure the home smells inviting and clean

## ✓ CURB APPEAL

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- Paint the home's exterior, trim, doors, and shutters
- Power wash exterior
- Consider sprucing up the front door with a fresh coat of paint, a welcome mat, and plants
- Inspect the roof
- Sweep the entryways
- Keep the lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts
- Open windows, let fresh air in, and light a scented candle
- Turn on all of the lights, open the blinds

GET STAGED



For the best price

**STAGE IT**

FOR MY CERTIFIED, RECOMMENDED HOME STAGER

CALL: Kandice Dougherty

Kandice Lee Designs | 303-551-1710

Over 77% of buyers find it "easier to visualize the property as their future home" when it's staged.

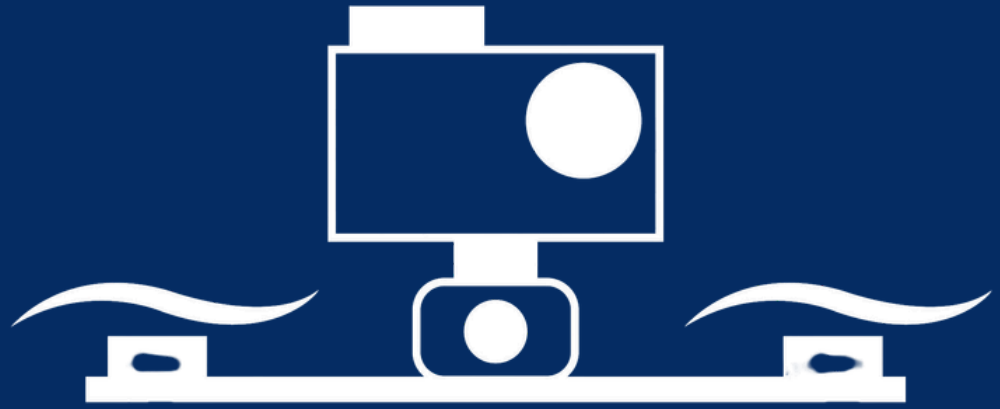
\*National Association of Realtors 2017 Profile of Home Staging Report

Almost a third (29%) of Seller's Agents believe the staging increased the value of the home 6-20%

\*National Association of Realtors 2017 Profile of Home Staging Report

Over 97% of "Buyer's Agents" say that staging has at least some effect on the buyer's view of the home.

\*National Association of Realtors 2017 Profile of Home Staging Report



## *cinefly films*

**MAXIMIZE VIEWS • HAVE A LOT OF SHOWINGS • SELL YOUR PROPERTY FAST**

### **Mixed Media Marketing**

Your home is showcased with professional photography, cinematic video, drone footage, floor plans, and a custom virtual tour page. These tools help buyers better experience the property online, generate more interest, and create a stronger first impression than photos alone.



### **Visit & Book Now**

**Video Fly Through**  
Fly into the future of video marketing using custom built drones



**Lux HD MLS Photography**  
Lux HD photography for the MLS, max count



**Custom Virtual Tour Page**  
Cinefly provides a custom landing page with virtual tour for your listings that can be shared with a QR code



**2D And 3D Floor Plans**  
Cinefly Films offers Add-ons to maximize online presents on third-party sites like Zillow



**Social Media Content**  
Short videos to keep your listing fresh throughout the selling experience



### **Contact Info:**

**Alex Zamora**  
720-372-6112  
Alexcineflyfilms.com

**Matt Wright**  
303-905-7028  
Matt@cineflyfilms.com

### **Video Examples:**

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



### **More Information:**

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



## ✓ IMPORTANCE OF PROFESSIONAL PHOTOGRAPHY



### Stunning Images That Make Buyers Click

**96%** of home buyers search for listings online.

**86%** of them agree that photography is the most useful feature when deciding to view a home.

Virtuance spent 2 years developing their proprietary **HDReal® Imaging System** to ensure every image they produce makes buyers click on listings they may have otherwise overlooked.

Listings marketed with Virtuance's HDReal® images sell 45% faster and 75% closer to the asking price compared to other top competitors in your area.



Professional



Virtuance HDReal®



**VIRTUANCE**

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info@virtuance.com

virtuance.com

As a proud partner of Virtuance, I can confidently say that your listings will not just look good; they will stand out.