



Home Seller's Road Map

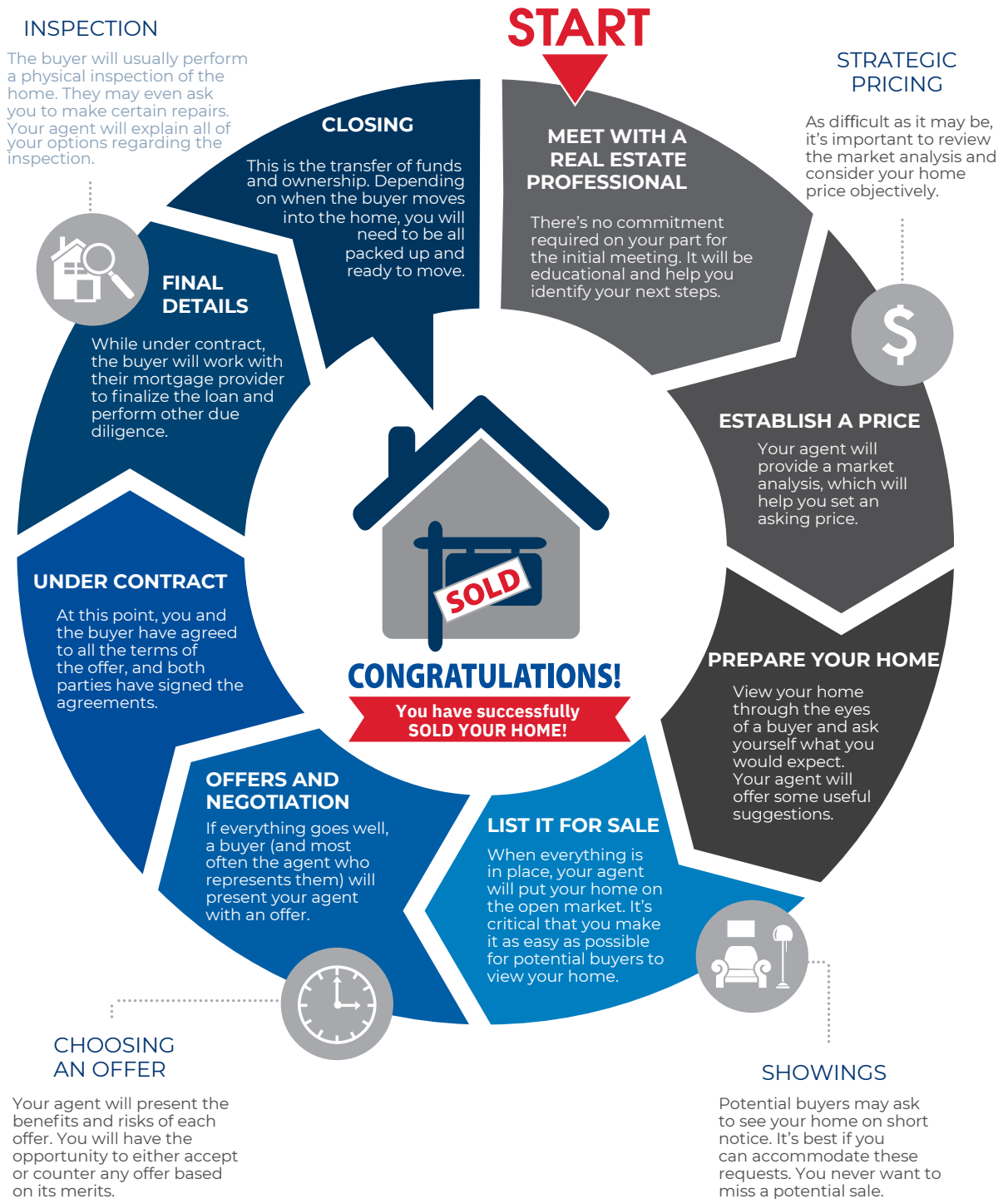
By Steve Charlett



Fine Homes & Luxury Properties



Seller's roadmap





Why work with me?

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 over various economic climates, 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 greatest resale values, the best schools, recreation amenities, 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.



Fine Homes & Luxury Properties





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

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 **Carrie Manning**

Transaction Manager
5280 File management
Cell: 720-452-1908

I'm Carrie Johnson, a seasoned real estate transaction specialist with over 16 years of experience. As the owner of 5280 File Management, I've led award-winning teams, managed franchise offices, and processed thousands of files for Denver's top brokers. My dedication to detail and customer service is unwavering. My mission is to make agents' lives easier by offering comprehensive transaction management, coordination, scheduling, and guidance to busy real estate brokers across Colorado's Front Range.

the selling process

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

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

"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

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?

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

Should we price it higher just to see what happens?

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

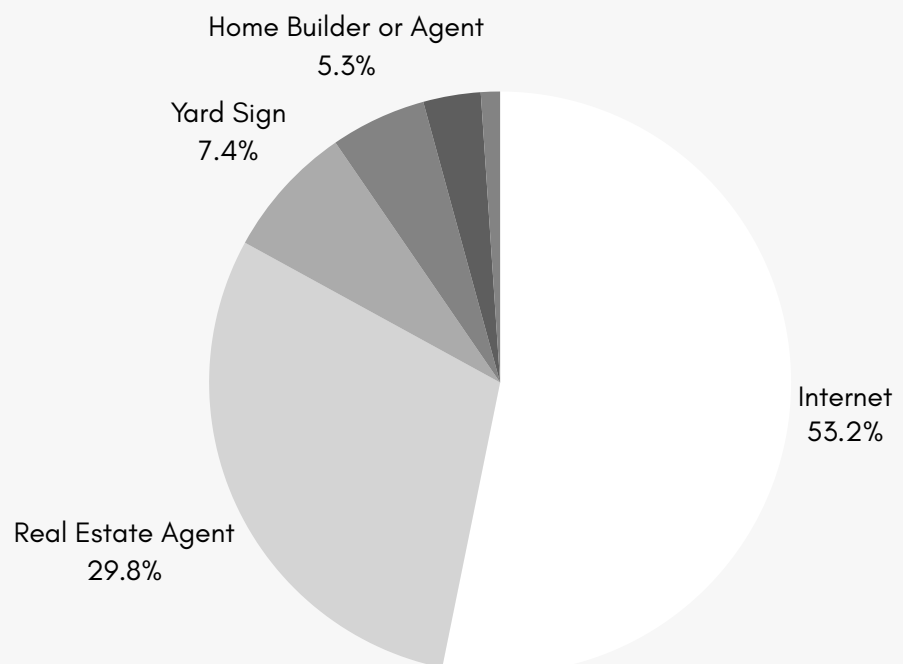
✓ STRATEGIC MARKETING

More than likely, the first place potential buyers will see your home is online. This is why we work hard to reach as many buyers as possible online and strive to make the best impression possible through our online listings.

When it comes to online marketing, many agents will try to convince you that they have some sort of secret weapon to market your home.

The truth is, every agent's listings are syndicated by the MLS to thousands of websites automatically. If a buyer is house shopping, and your house is on the market, it is basically impossible for them to miss it. Typically, the factors that prevent a home from selling are price, the way it is input, and the way it is displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends

The photos of your home directly influence whether or not a potential buyer will schedule a showing of your home or not. It is crucial that we take high-quality, attractive photos of your listing showcasing the best qualities and features of your home. Because of this, we work with the top real estate photographers in the area to capture your home in the very best light. This is a service paid for by me. Never let your agent skimp on professional photos and post photos taken with a cell phone on the MLS.

✓ PREPARING TO CLOSE

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.** If the inspection report shows that the home has issues like a damaged roof or electrical issues, the buyers may ask you to lower the price or repair the issues. If an agreement can not be reached, the buyers may back out.
- **Financing contingency.** This will be on any contract where the buyer needs to obtain a mortgage loan to buy your home. This is why buyers will submit a pre-approval letter with their offer, to prove they are capable of getting the loan, but there are still some things that need to be done before they get the "clear-to-close" from their lender.
- **Appraisal contingency.** Typically, the lender requests an appraisal is done to make sure the buyer is paying a fair price for your home. If the appraisal value comes back lower than the price of the home, the buyers will have the ability to walk away from the deal if you don't lower the price. This is why it's so important to price your home right from the get-go.
- **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.



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 Hain



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

commission plans

✓ CHOOSE THE MARKETING PLAN THAT SUITS YOU BEST

SILVER

Commission rate:
4.8%

- 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 Weekley Feedback Reports
- 8 Contract Negotiation/Management

**Designated for "show home" quality homes priced over \$850,000.00*

GOLD

Commission rate:
5.8%

- 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 Weekley Feedback Reports
- 8 Contract Negotiation/Management
- 9 Professional Staging Consultation
- 10 House Cleaning
- 11 Carpet Cleaning
- 12 Interior Window Washing

**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

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

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DR Relocation



RE/MAX
Professionals

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Additional Resources and FAQs



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

Incentives are something I like to consider on a case-by-case basis. There are certain circumstances where it may be smart to offer an incentive. Some incentives can be offered from the start. For example, if your home is in an area that doesn't get a lot of traffic, we may offer an incentive to agents to bring us a buyer. Or if you know the appliances are at the end of their lifetime, you may offer a home warranty to help the buyers replace them. Other incentives, like helping with closing costs, are better used during the negotiation process.

What do I need to disclose?

It's smart to disclose any issues right up front. Your buyers will have the right to inspect the home, so it's best they not be hit with bad news after going under contract. If you know of problems with the appliances, plumbing, electric, HVAC, roof, foundation, property lines, or deed, these need to be listed on the Seller's Disclosure. If there are repairs that you can have done before listing, go ahead and take care of those. Anything that cannot be remedied before listing should be considered when setting your list price.

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

It sometimes happens that a home does not appraise at or above the contract price. When this happens, we go back to negotiations to determine if we can save the deal by adjusting both the sales price and the terms of the contract to the satisfaction of both buyer and seller. Usually, we can work it out and save the deal. You always have the right to refuse to lower the price to meet the appraisal, but it's usually in your best interest to try to work with the buyer to resolve the issue as the next appraisal could result in the same valuation. If you are concerned about the appraisal value, go ahead and have your home appraised before setting the listing price.

How do you negotiate multiple offers?

A multiple-offer scenario is a fun position to be in as a seller. I will help you through the negotiation process to select the right buyer- and that is not always the one with the highest offer. We need to consider how strong the offer is, whether they are offering cash or financing, how much they are financing, and what type of loan they are using. How much they are offering to put in escrow and the terms of the inspection process are indications of their commitment to the deal. You may also draw on sentiment: are they buying your home as an investment or a place to raise their family?

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

- 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

- 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

- 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

- 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

- 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

- 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

✓ CONSIDER STAGING

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



PROS

- + Staging makes the listing photos look phenomenal, attracting more buyers to the home.
- + Staging allows buyers to envision themselves living in your home.
- + Staging has been proven to get a higher price in shorter period of time.

CONS

- Staging can take time to set up and take down after selling.
- Staging can be costly when hiring a professional staging company.
- If done poorly, staging may not be in the buyers' taste.

Kandice Dougherty

Kandice Lee Designs-Home
Staging and Redesign



✓ 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

1-844-443-7325

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.

by the numbers

Steve Charlett

OVER \$58,000,000
total volume sold

100.27%
list to sold price ratio

25
years in business

100+
families helped

Average Agent

\$9,000,000
volume sold

96%
list to sold price ratio

2
years in business

2
families helped annually

*results and
experience.*