

Selling *your home*



FROM LISTED TO SOLD

CHER REVOLINSKI
YOUR LOCAL REAL ESTATE AGENT

exp[®]
REALTY

Welcome

YOUR LOCAL REAL ESTATE PROFESSIONAL

We understand that selling a home in today's market can be challenging. While the market can fluctuate daily, hundreds of homes are sold each week in our area. If you have thought about selling your home, now is a perfect time!



Cher Revofinski

ABOUT ME

YOUR LOCAL REALTOR

I am a professional, experienced real estate agent living in Parker, Colorado and serving the Denver Metro area and specializing in the Southeast cities such as Franktown, Castle Rock, Highlands Ranch, Lone Tree, Elizabeth and Kiowa.

I take pride in being a problem solver for my clients and offering guidance in their selling home decisions. I'm a full-time, full service real estate agent and I help clients with all residential real estate, including single family residences, townhomes, condominiums, luxury properties, second homes, land, acreage, farm and ranch properties, investment properties, 1031 exchanges, and even vacation homes! An avid horse-woman, I have a special love for helping clients buy and sell horse properties.

CONTACT DETAILS

 www.extramilehomes.com  (303)-884-2738  Cher@ExtraMileHomes.com



HELPING YOU TO SELL YOUR HOME!

Meet Our Team

OUR TEAM IS HERE TO HELP GUIDE YOU



CHER REVOLINSKI

Realtor & Owner Extra Mile Homes

- Your go-to professional to help with your real estate needs
- Drama free guarantee
- A bit of an analytical data junkie
- After spending 20 years managing technology teams, I love leveraging tech to get the best results for my clients
- Connector by nature and will align you to the best resources to get to your dream result

CRISTAN REX PATRICIO

Real Estate Assistant

- Cris is my ace behind the scenes!
- Marketing Manager who makes sure everything is polished
- Keeps up with our Social Media
- Manages day-to-day activities in the office and helps us stay organized
- His watchful eye makes sure nothing falls through the cracks



“Our team is excited to help
SELL YOUR HOME!”

HELPING YOU TO SELL YOUR HOME!

Client Testimonials

CHECK OUT SOME OF OUR PREVIOUS CLIENT'S REVIEWS



See More Online!



Click me

“Cher is my go to for any real estate needs. She is my 'Make it Happen' contact when I need answers, sales or information. Can't miss using her.”

-Eliott A.

“Great communication and responds quickly. Cher's knowledge base of the Denver market is well versed and I have used Cher for 5 real estate transactions.”

- Jeff and Amee H.

“Definitely a 5-star realtor. Very personable, honest, reliable and very informed when it comes to the area of buying and selling properties. Would absolutely recommend her :)”

-Lisa S.

“This is the second place I've bought working with Cher as my realtor. I chose to work with her again because she is reliable, honest and she looks out for my best interest.”

- Tracey F..

About Your Home

GATHERING INFORMATION ABOUT YOUR HOME



To help you sell your home and get the best price possible, I would like to know more about your home and what makes it special by asking you some relevant questions.

01

Why are you selling your home?

05

What price did you pay for your home?

02

What is your favorite features of your home?

06

How long has your home been on the market?

03

What do you like most about your neighborhood?

07

What is the minimum price you will accept?

04

What attracted you to your home and made you buy it?

08

Does your home have any structural damage?

Helping to sell your home!

About Your Situation

LET ME GET TO KNOW YOUR SITUATION

My number one goal as your real estate agent is to achieve your own goals. It is my priority to understand your situation and know what your expectations are and what you wish to achieve. Here are some questions I would like to ask to get to know you.

01

WHEN

When are you moving to your new home? How long do you need to move?

02

WHY

Why are you moving at this current time?

03

WHERE

Where are you moving to? Have you already found a home there?

04

YOUR PLAN

When are you moving to your new home? How long do you need to move?

05

AGENT

What are you looking for in a real estate agent?

06

OBSTACLES

Do you anticipate any challenges selling your home? What if your home doesn't sell?

“Getting to know you to make
SELLING YOUR HOME A BREEZE!”



HELPING YOU TO SELL YOUR HOME!

Home Selling Process

10 STEPS TO SELLING YOUR HOME

Most home sellers dream of a stress-free sale, for this to happen you'll want to be prepared and control the factors that could have a big impact. Here are 10 steps to help prepare you for selling your home.

01 FIRST CONSULTATION

I will meet with you to discuss my responsibilities to help sell your home

02 ESTABLISH A PRICE

Review comparable homes & establish a price for your home

03 PREPARE YOUR HOME

Stage your home to make it's debut on the market

04 PHOTOGRAPHS

We will arrange to have your home professionally photographed

05 MARKETING

We will devise a strategic marketing plan to reach maximum exposure

06 LISTING

Your home will go live on the MLS and will be viewable to buyers

07 SHOWINGS

We will arrange open house events to show your home to potential buyers

08 OFFERS & NEGOTIATIONS

Review all offers & negotiate any repair requests from the buyer

09 UNDER CONTRACT

After choosing an offer your home will be under contract

10 CLOSING

Hand over your keys and celebrate the selling of your home

First Consultation

MY RESPONSIBILITIES TO SELL YOUR HOME



“ I WILL WALK YOU
THROUGH EACH STEP
OF THE TRANSACTION
TO CLOSING ”

ADMINISTRATIVE

- Stage the property to make it appealing to buyers
- Advertise real estate properties to gain the attention of prospective buyers
- Schedule open house events
- Draft and prepare documents, such as offers, contracts, and share closing statements

RESEARCH & ANALYSIS

- Prepare comparative market research analysis to establish a realistic asking price
- Help you identify your home's key selling points
- Stay current with real estate markets, trends, and best practices

REPRESENT THE SELLER

- Present the seller with offers from buyers
- Negotiate with buyers in the seller's best interest
- Help the seller determine the best listing prices



Pricing Strategy

PRICING YOUR HOME TO SELL

As your Realtor, I will help establish a fair market value for your home and make sure that you feel confident in the price that we set to list your home at. Our goal is to attract the greatest amount of buyers as soon as your home hits the market.

TOP 3 PRICE FACTORS

01

THE MARKET

Your local area's current housing market conditions will play a large factor in helping to determine the best price for your home to be listed at.

02

THE COMPETITION

We will look to see what other homes are on the market to determine how your listing will compare to other listings in your area.

03

YOUR TIMELINE

We will establish your urgency and flexibility for selling your home to set the best listing price for your home, to meet your goals.



“Pricing your home
CORRECTLY THE FIRST TIME!”

Home Preparations

HOW TO PREPARE YOUR HOUSE FOR SALE

— FIRST IMPRESSIONS —

Just as first impressions are important when meeting people, they can also make or break a home sale. When potential buyers walk into your house, they will start to evaluate everything they see. Their impression will ultimately determine how much they're willing to offer on the property ... or even if they will be interested in buying at all.

— CLEANLINESS —

Buyers are easily distracted, and they will tend to focus on the negatives instead of the positives of each home they tour. Each dish left in the sink or dust bunny in the corner is going to distract them from the perceived value of your home. Which means a lower offer amount and more time on the market for you.

“Declutter your home”



Why should you **PREP YOUR HOME FOR SALE?**

Selling a house is already a lot of work. You have showings to deal with, you have to keep the place clean, and the inspections, appraisals, and negotiations are a hassle. Why should you put in more effort before your home's even on the market?

For one, it helps you command a higher sale price. Homes that are clean, appealing, and in top shape simply sell for more than properties in less desirable conditions.

Prepare Your Home

ENHANCE THE AESTHETIC APPEAL OF YOUR HOME

Selling your home involves careful planning and knowing how to professionally prepare your home to convince buyers to pull out their checkbooks. Here are a few steps you can take to make sure your house sells quickly and for top dollar.



INTERIOR

- Wipe down washer and dryer
- Check for and repair leaks
- Clean counter, sinks, & cupboards
- Put all clothing away
- Clean or replace the shower curtain
- Replace caulk around sink/shower
- Check water is draining correctly
- Place fresh clean towels and mats
- Declutter closets and shelving
- Organize furniture to look spacious
- Launder bedding and pillows
- Create spare space in closets
- Check for and repair leaks
- Clean counter, sinks, & cupboards
- Tidy, discard, or pre-pack items
- Ensure all appliances are working
- Deep clean fridge and stove
- Check lights are strong and working

EXTERIOR

- Sweep driveway clear of leaves
- Address driveway cracks or stains
- Wash windows
- Check home alarm functions well
- Check doorbell is working
- Check the gutters are clear
- Clean or paint mailbox
- Refinish steps and porch
- Tidy or remove outside furniture
- Touch up exterior paintwork
- Clean window air conditioning units
- Clean BBQ area & outdoor furniture
- Rake and remove fallen leaves
- Repair shutters and screens
- Clean pool, filters, and plumbing
- Repaint or stain patio
- Mow lawns and trim edges
- Make any necessary roof repairs



Photography

WE ALWAYS USE PROFESSIONAL PHOTOGRAPHS

When taken by a professional photographer, real estate photos can significantly help real estate agents sell listings faster and for more money to a prospective buyer. Homebuyers judge whether or not to walk through a property by first seeing the listing photos online.



Did you know HOMES WITH PROFESSIONAL PHOTOGRAPHY

1. Receive an average of 87% more views than their peers across all price tiers.
2. A home with one photo spends an average of 70 days on the market, but a home with 20 photos spends only 32 days on the market.
3. Have a 47% higher asking price per square foot.



Marketing Plan

OUR STRATEGY FOR MAXIMUM EXPOSURE

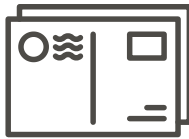
When we list your home, your listing will receive maximum exposure using our extensive marketing techniques by providing fresh marketing strategies when selling your home.

MARKETING



BROCHURES

Informative & creative brochures / flyers will be created



POSTCARDS

We will create a strategic and targeted postcard campaign



YARD ARM SIGN

Your home will have a professional install a yard sign

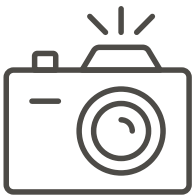


CALLS

We personally call our network of agents and buyers to raise awareness

Marketing Tip!

94% of buyers start their home search online, which means your home's photography, marketing strategy, and reach need to go above and beyond.



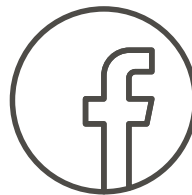
PHOTOGRAPHY

Use professional quality and high resolution photography



EMAILS

Sent to current databases with thousands of buyers searching



SOCIAL MEDIA

Set up several social media campaigns to promote your home to thousands



MLS LISTING

Featured in the MLS listing and major 3rd party real estate sites

DIGITAL MARKETING

Listing Strategy

3 EFFECTIVE TACTICS TO SELL YOUR LISTING

Cher gets to work immediately to use her connections to get the word out about your home to other agents and potential buyers. A real estate sales sign will be put in your front yard and all the marketing tools we have on hand will be implemented.



START MARKETING STRAIGHT AWAY

Cher will start marketing your home to potential buyers as soon as your listing is on the market. Harnessing the power of social media to share a short preview of your new listing and drive traffic through digital tools.

PREPPING YOUR LISTING TO STAND OUT

When competition is fierce, making sure your home presents well makes a difference! Cher will bring in professional cleaners to help make everything sparkle for those buyers! Staging is also offered - depending on your needs. Whether a little declutter/rearranging, adding in special touches, full furniture placement or virtual staging - we've got you covered.



GET AS MUCH VISIBILITY AS POSSIBLE

Publish your listing on the MLS with major real estate platforms. Also, consider:

- List on Facebook, IG, YouTube
- Calling campaigns
- Change the featured photo regularly
- Use email lists

YOUR HOME IS OFFICIALLY ON THE MARKET,

Congratulations

SIMILAR LISTINGS

01



Date Sold: 4/25/2022
Days on Market: 25

This home was listed in the New Jersey area. This home was listed on March 31st 2022

-  4 Bedrooms
-  2 Bathrooms
-  Car Garage
-  Swimming Pool
-  3,725 SQ. FT
-  Remodelled Kitchen

Sold for \$495,000

02



Date Sold: 4/25/2022
Days on Market: 25

This home was listed in the New Jersey area. This home was listed on March 31st 2022

-  4 Bedrooms
-  2 Bathrooms
-  Car Garage
-  Swimming Pool
-  3,725 SQ. FT
-  Remodelled Kitchen

Sold for \$495,000

03



Date Sold: 4/25/2022
Days on Market: 25

This home was listed in the New Jersey area. This home was listed on March 31st 2022

-  4 Bedrooms
-  2 Bathrooms
-  Car Garage
-  Swimming Pool
-  3,725 SQ. FT
-  Remodelled Kitchen

Sold for \$495,000

HOME COMPARISON

Our mission is to price your home correctly the first time. Pricing your home correctly from the very beginning of your listing will lead to a higher number of potential buyers that would be interested in your home.

RECENTLY SOLD HOMES

01



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-  3,725 SQ, FT
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Listed for \$495,000

HOME COMPARISON

The best way to measure a home's value is to review sold listings in your area. We carry out home market price comparisons to ensure that your pricing is competitive yet optimized to attract many top buyers, right when your home is set to hit the market.

Offer & Negotiations

BE PREPARED FOR THE NEGOTIATION STAGE!

FACTORS TO CONSIDER

CASH OFFER

Some sellers will accept a lower price cash offer over a higher-priced loan, due to fewer issues of a loan falling through.

CLOSING COSTS

Are covered by the home buyer. However, some buyers may ask the seller to pay for a portion as part of the sale negotiation.

CLOSING DATE

So buyers may want to move in as soon as possible. You may have the choice to select an offer based on a timeframe that works best for you, or you might have to be flexible to close the deal.

CONTINGENCY CLAUSES

Often including financing details, inspections, and the terms to be negotiated. The Contingency allows the buyer to back out of the contract if their terms are not met.

Be Flexible!

**TO HELP THE OFFER AND
NEGOTIATION STAGE GO
SMOOTHER!**

Accepting the highest offer for your home may be the most logical choice, but there are many factors to consider when it comes to reviewing an offer presented to you.

Knowing your options lets you arrange a plan that works best for you.



Under Contract

YOU ARE UNDER CONTRACT NOW WHAT?

Once you and the buyer have agreed on the terms, a sales agreement is signed and your home is officially under contract. During the under-contract period, some things will typically occur before the binding contract and closing day.



INSPECTION

Property inspections are done to make sure that the home is in the condition in which it appears.

If the inspector finds any issues, the buyer can decide if they want to back out of the contract or renegotiate the terms of the sale.



APPRAISAL

If the buyer is applying for a loan, the bank will request an appraisal to confirm the home's worth the loan amount. The appraisal takes into account factors such as; similar property values, the home's age, location, size and condition to determine the current value of the home.



FINANCE

Although most buyers are pre-approved by the time they make an offer on a property. The "Finance Contingency" may be included in an offer if the buyer wants to double check that they can receive financing for your specific property.

Home sale contingency

Some buyers may want to find their dream home before listing their property. In this case, both you and their buyer will agree to a "Home Sale Contingency" which states that the buyer will only purchase your home if they sold theirs.

Closing 101

THE FINAL STAGE OF SELLING YOUR HOME

Closing is the final step in the selling process. On the day of closing, both parties sign documents, funds are dispersed, and property ownership is formally transferred to the buyer.

Things to bring!

- ✓ A valid government-issued photo ID
- ✓ All house keys
- ✓ Garage openers
- ✓ Mail box keys



WHAT TO EXPECT

STEP 1

The buyer pays all remaining closing costs

STEP 2

The home gets transferred from the seller to the buyer

STEP 3

The new deed gets legally registered to make the buyer the official property owner.

STEP 4

The seller receives any proceeds from the sale (after deducting closing costs and any remaining mortgage balances)



Congratulations **YOUR HOME IS OFFICIALLY SOLD!**



HELPING YOU TO SELL YOUR HOME!



Cher Revofinski

WWW.EXTRAMILEHOMES.COM



THANK YOU

For considering me to help you in the process of selling your home. I hope to work with you to help you achieve your real estate goals.

Let's Get Started!

(303)-884-2738

Cher@ExtraMileHomes.com