



SELLER GUIDE SELLER GUIDE

# Selling with Us

SELLER GUIDE SELLER GUIDE

TITANONE  
*Realty*




# TITANONE *Realty*

I realize it takes more than a sign in the yard and good wishes to sell a home. That's why when you partner with me you receive a comprehensive marketing plan. Beyond simply listing your home on the market, selling your home can be overwhelming for many sellers. I'll help guide you through each step of the process offering sound advice - from pricing your home to receiving offers to negotiating inspection and beyond.



# *Selling Timeline*

## UNDERSTANDING THE PROCESS



TALK WITH YOUR AGENT  
ABOUT A VALUATION

PREPARE YOUR HOME FOR  
THE MARKET & PHOTOS

HAVE YOUR HOME  
PROFESSIONALLY PHOTOGRAPHED

LIST YOUR HOME ON  
THE MARKET & MLS

SHOWINGS BEGIN &  
YOU RECEIVE AN OFFER

YOUR HOME IS  
INSPECTED & APPRAISED

BUYER'S LOAN IS APPROVED  
& ALL CONDITIONS ARE MET

CLOSING DAY!





# Pricing & Prepping

When it comes time to sell your home, the pricing and preparation are just as important, if not more important, than the marketing itself.

**Pricing.** When it comes to pricing your home, we do a thorough analysis of the comparables in your neighborhood to determine market value.

**Preparation.** We will help you prepare your home to sell by determining maintenance or cosmetic items that need attention, staging for photos, and advising you on how to make showings and photos a success.



# prepping for photos

## TIPS FROM A PRO

### TAKE EXTRA TIME TO GET YOUR HOME PHOTO WORTHY!

This is the first impression buyers get.

#### KITCHEN

- Remove all non-decorative items from counters
- Remove all magnets, photos, artwork, etc from refrigerator
- Wipe down the sink, particularly stainless steel sinks

#### BATHROOMS

- Remove all non-decorative items from counters
- Remove all shampoos, soaps, etc from shower area
- Ensure all toilets seats are down and toilet paper filled

#### LIVING AREAS

- Remove any seasonal decor as well as religious decor
- Remove all personal items and minimize family photos
- Ensure all toys are put away

#### YARD

- Make sure the grass is freshly cut and landscaping trimmed
- Put away flags, hoses, pool equipment, etc
- Ensure all pet waste is removed from the yard

#### LIGHTING

- Turn ALL lights on including all lamps
- Replace any burnt out or dimmed bulbs
- Open all curtains and blinds, Blinds should be twisted open

#### OTHER

- Put away all pet items including food/water bowls
- Ensure no vehicles are parked in front of the house
- Generally, make your home as clean as possible.







# Photography & Marketing

To sell your home at the best price, you need to present your home in the best light.

**Photography.** Photos of your home are usually the first impression you get to make on potential buyers, so we offer professional photography to get your home's best angles.

**Marketing.** We make it our goal to market your home to the largest group of buyers in the quickest amount of time to get your home sold fast. We combine a comprehensive social marketing, professional flyers, and a personalized website to get it done.



# marketing your home

## OUR MARKETING PLAN

As I mentioned before, selling a home takes more than just a sign in the front yard. Here are some of the steps we take to make sure your home gets maximum exposure and you get maximum price.

### PROFESSIONAL PHOTOGRAPHY

We provide professional photography of your home at no cost to you. We will also help you prepare your home for photos.

### DIGITAL CAMPAIGNS

In addition to the traditional online platforms, your home will also be marketed on platforms like Facebook, Instagram, and e-flyers.

### OPEN HOUSES

We hold open houses on all our listings to drive traffic and bring even more buyers to your home.

### REALTOR NETWORKS

With our membership with NAR, we have a large network in which to market your home.

### MLS & SYNDICATION

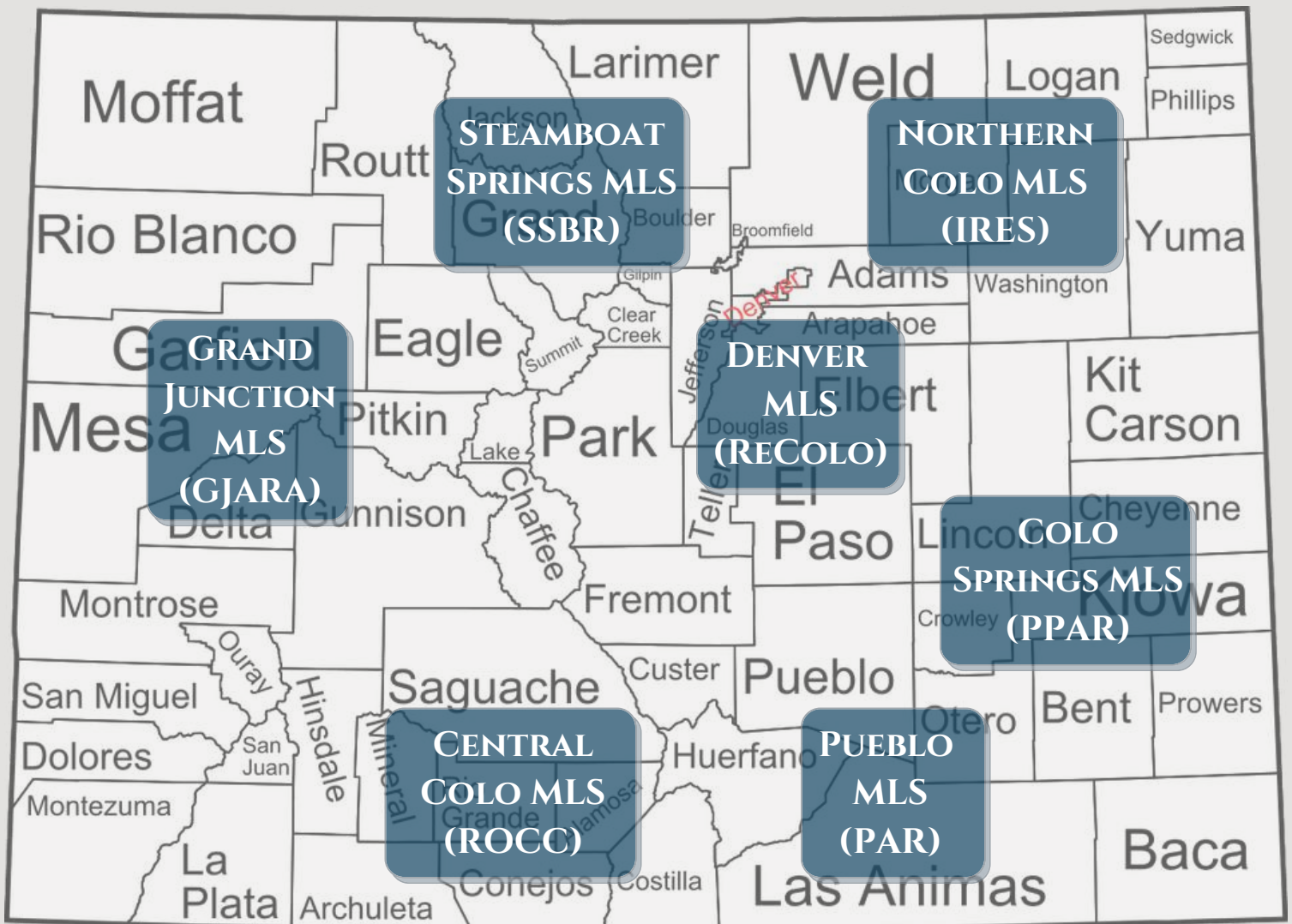
We create a beautiful and detailed listing to market your home on the MLS and syndicate it across all the major channels.





MLS  
&  
Syndication

IMAGINE YOUR  
PROPERTY  
SHOWCASED ON  
7 COLORADO  
MLS,  
NOT JUST ONE...





We place you on ALL  
of the TOP Real Estate  
websites online!!!

MLS



Let your home be seen everywhere!





# Listing & Showings

## BEFORE SHOWINGS

- Open All Windows
- Turn On All Lights
- Put Away All Clutter
- Clear Counters
- Vacuum/Mop Floors
- Check for Any Odors
- Light the Fireplace
- Set a Comfortable Temperature

Once photos of your home is completed, marketing is prepared, and the sign is in the front yard, you are ready to put your home on the market! In addition to the MLS, you can ask your agent to make your listing available on syndication sites like Realtor.com and Zillow.

Showings will soon begin on your home. It is helpful to make yourself as flexible as possible for showings to accommodate potential buyers. Be sure to keep your home show ready as much as possible during this time period and plan to be away from the house during the showings.





What  
Happens

THE BUYER SUBMITS AN  
OFFER TO YOU



YOU CAN

Accept

Reject

Counter



YOU'RE  
UNDER  
CONTRACT!



NOTHING  
HAPPENS



THEY CAN  
ACCEPT, REJECT,  
OR COUNTER  
AGAIN






# Negotiating & Overseeing

The goal is not just to get an offer on your home, but to get that offer to a successful closing.

**Negotiating.** When you receive an offer on your home, we will review the contract in great detail and explain the terms, advantages, and disadvantages of each offer. Beyond just the initial offer, selling your home is full of many points of negotiation. We will help navigate these situations to get you the best deal!

**Overseeing.** There are many moving parts in a real estate transaction (the lender, title company, inspector, appraiser, etc) including dates and deadlines. We will help keep you on track, so you do not have to worry about a thing.



A modern kitchen with grey cabinets, a stainless steel refrigerator, a gas stove, and a white countertop. A large window on the left shows greenery outside. A large grey circle is overlaid on the left side of the image, containing the text 'Before Closing'.

# Before Closing

There are a lot of things that happen between contract and closing. Here are just a few .

**Inspection.** The buyer will most likely hire a professional to inspect the home. Ensure that all maintenance items are taken care of and plan on being away for the inspection.

**The Appraisal.** The Lender will want to ensure they are not lending more money than the home is worth. An appraisal is ordered to determine the market value of your home.

**Title Search.** A Title Company will search all records of the home to verify that the title is transferrable and all liens are paid off during closing ensuring the buyer does not have future issues.



# who pays what?

## A GUIDE TO CLOSING COSTS

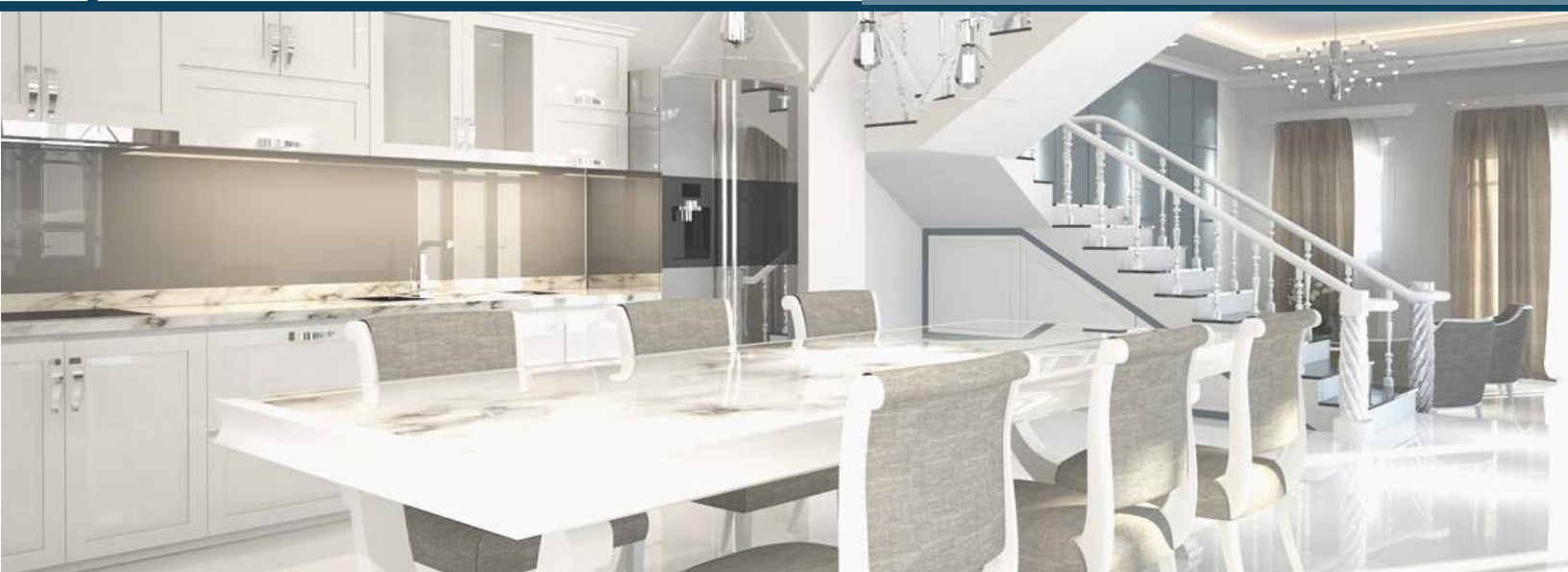
The **SELLER** can generally be expected to pay for:

- Owner's Title Insurance Policy
- Real Estate Agent Commissions
- Closing Fee (50%)
- Document Preparation Fee for the Deed
- Any HOA Assessments (according to the contract)
- Any and All Delinquent Taxes Any Unpaid HOA Dues
- Any FHA or VA Loans Fees required by lender
- Payoff of All Loan in Seller's Name
- Interest Accrued on Loans and any prepayment penalties
- Any Judgement, Tax Liens, etc against the seller and all associated recording fees
- Tax proration
- HOA Transfer Fee
- Anything Else Negotiated for in the contract

The **BUYER** can generally be expected to pay for:

- Lender's Title Insurance Policy
- Closing Fee (50%)
- Loan Document Closing Fee
- Recording Fees for all documents in buyer's name
- All New Loan Charges including Lender's origination fee and interest until first mortgage payment
- Inspection Fees
- Appraisal Fees
- Insurance Premium for first year
- Escrow Minimum Held by Lender
- Anything Else Negotiated for in the contract

But Remember...  
*everything*  
in Real Estate is Neogotiable!







# first-time seller

## VOCABULARY

**OFFER** - An agreement between a buyer and seller to purchase real estate. Also known as the Contract to Buy and Sell.

**CONTINGENCY** - The buyer's offer is contingent upon them selling their current home. There is a date by which they must do this.

**CLOSING COSTS** - Fees paid at the end of the transaction by either the buyer or the seller. For the buyer, they usually include closing, appraisal, and lender fees.

**EARNEST MONEY** - Basically serves as a deposit put down by the buyer as a sign of good faith. Usually this is held by the title company or listing brokerage.

**TITLE INSURANCE** - The title company not only closes the deal but provides insurance that the title being transferred over is clean and transferrable.

**HOME INSPECTION** - An examination of the property by an inspector (including radon and sewer) to make sure the buyer is satisfied with the condition.

**APPRAISAL** - An evaluation completed by a third party to determine the current value of the home. Usually for the lender's benefit.

**CLOSING** - The day you have been waiting for! Once all inspections, evaluations, and lender processing are completed, you will be signing over ownership of your home.





# TITANONE

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*Realty*

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ANNE CLARK

ASSISTANT

CALL | TEXT : 720-383-8312

EMAIL: ANNE@TITANONEREALTY.COM