



Home Seller Guide

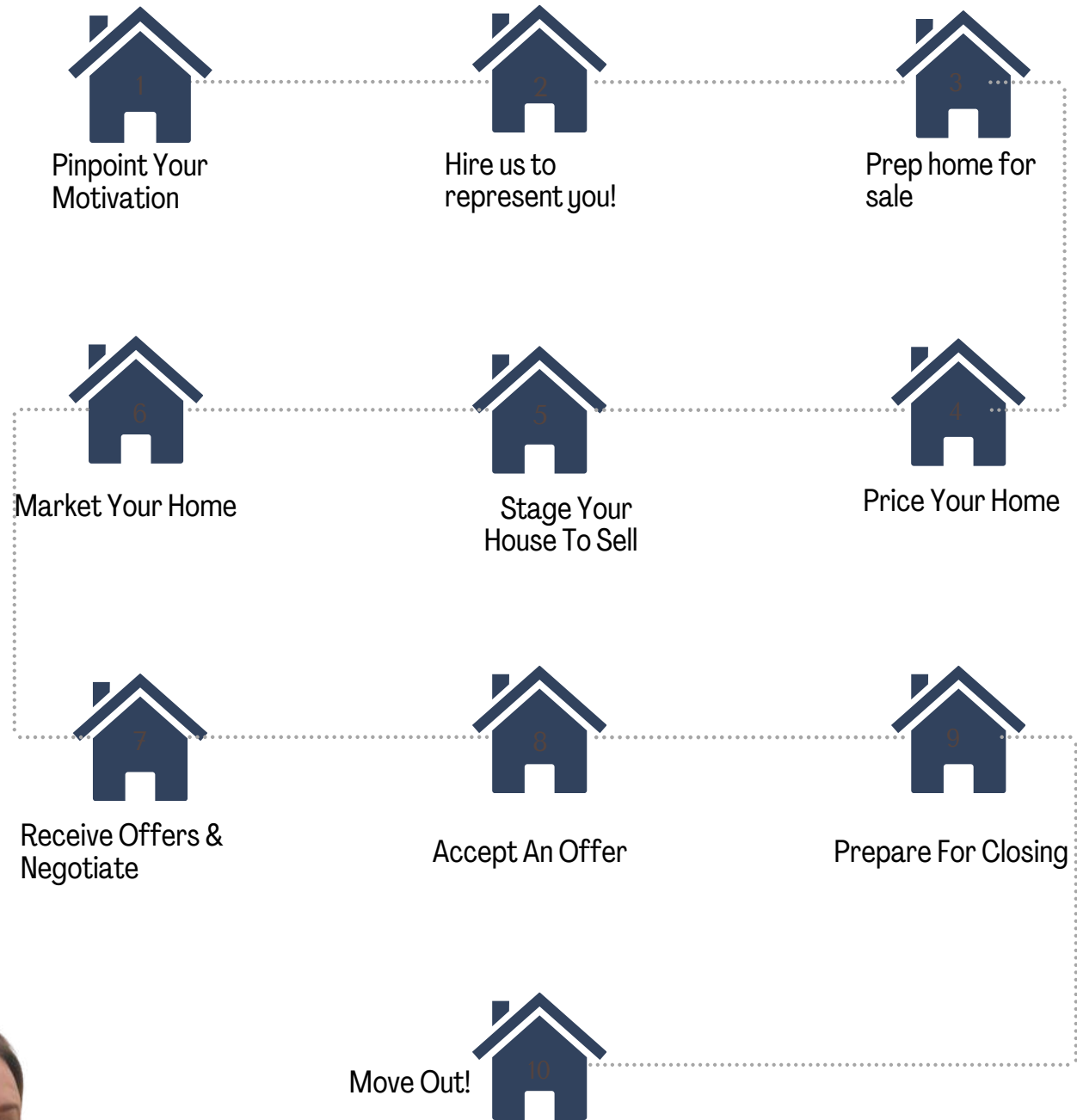
An introductory guide to selling your home!

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10 STEPS TO SELLING YOUR HOME

Ready to learn about what it takes to sell your home? While it may seem like a lot of daunting tasks, I am here to help guide you and make the process easy and effortless.





FIND YOUR MOTIVATION

Selling your home is a significant decision, one that often involves leaving behind the place where you've made countless memories. It's natural to feel attached and hesitant to let go. Take the time to have open conversations with your family about why you're considering selling and ensure it's the right decision for everyone involved. Changing your mind once the selling process is underway can be costly, so it's essential to be confident in your choice.

Once you've decided to sell, your first step should be to contact your current lender to discuss your financial situation regarding your home. Determine the amount of equity you have, factor in selling expenses, and ensure you have funds set aside for any necessary home improvements. It's also crucial to verify that you have enough equity to invest in your new home.

Questions To Ask Yourself When Selling

■ What is your time-frame to move?

■ What is your budget for pre-listing home improvements?

■ What is the minimum sales price you will accept?

■ Do you have a plan a & b to where you will move next?

HIRE THE RIGHT AGENT

Selling a house involves a multitude of tasks, from marketing and engaging with potential buyers to managing paperwork and finalizing the sale. This process can feel overwhelming unless you opt to enlist the expertise of a professional real estate agent. With their training, resources, and industry knowledge, they can streamline the home selling process, potentially yielding a great return on investment for you.

When selecting an agent to handle these responsibilities, it's crucial to choose one whom you trust to represent your home effectively.

WHAT A LISTING AGENT DOES FOR SELLERS

1. Price Your Home Competitively
2. Market Your Home Across Multiple Platforms
3. Negotiate Offers & Terms
4. Guide You Through the Escrow Process
5. Schedule Showings
6. Ensure All Deadlines and Terms of the Agreement Are Met

And that's just the beginning!

SAM CALHOUN

COLORADO REALTOR® | MILITARY SPOUSE



MILITARY RELOCATION / VA
FIRST-TIME HOMEBUYERS
SENIORS

LUXURY HOMES
DIVORCE
NEW CONSTRUCTION

CONTACT

-  720.515.3130
-  SAM@CALHOUNRE.COM
-  WWW.CALHOUNRE.COM
-  DENVER-METRO & BEYOND

EXCLUSIVE SERVICES

I collaborate with a diverse clientele, spanning from first-time homebuyers to seasoned investors. Whether it's a cozy condo or a sizable commercial building, I handle a wide spectrum of real estate needs. My expertise is particularly honed in military relocation/VA transactions, and the luxury market.

ABOUT ME

As a military spouse and devoted mother of three, I'm a lifelong Colorado resident with a Master of Science degree in Criminal Justice. My expertise, including professional negotiation and contract writing skills, offers an unparalleled advantage. Being a master communicator, I foster seamless connections with clients and partners. A strategic thinker at heart, I address challenges with a focus on achieving optimal outcomes. My finely tuned negotiation skills allow me to advocate passionately for my clients. The dynamic roles of a military spouse and parenthood have equipped me with versatility and empathy, reinforcing my commitment to delivering exceptional service in real estate. Striving to stay one step ahead, I guide my clients through the inevitably stressful real estate process. With the right agent by your side, real estate doesn't have to be a dreaded task but rather a positive and rewarding journey.



CLIENT SATISFACTION

Rating

"We are incredibly pleased with the service we received from Sam with buying a new home in the Denver area. From finding potential properties to helping is negotiate an ideal contract for a new build in the area, she always available and communicated how each part of the whole process would move forward. She also profoundly understood the housing market in the area which allowed us to get an incredible deal which exceeded our initial expectations. Beyond her expertise and professionalism, she was kind and neighborly throughout my home buying process, treating us like family. She answered all our questions with in-depth explanations, ensuring we fully understood what we were was doing and why it was necessary. We are so glad we chose Sam for my real estate process needs. Her knowledge and experience, combined with her patient approach, made this otherwise stressful event a smooth and successful process. We highly recommend her to anyone looking for top-notch real estate services!"

I highly recommend CalhounRE realtors. They were attentive, quick to respond, fought for us every step of the way. They went the extra mile for us at every avenue, helping move furniture to storage even. Our experience with them was 5 star, we have never had such great service.

Sam's knowledge, compassion and ethics give me incredible confidence. There is never any doubt that my best interest is her priority. It is extremely comforting to have someone with her ambition guiding me through the process. I highly recommend her!

Sam is amazing to work with! If you're seeking a reliable, knowledgeable Realtor, look no further. Sam truly embodies the essence of exceptional service. Highly recommend!

Sam is a pleasure and joy to work with. She is extremely attentive to the needs of our family. She is driven to set us up with best match for our family and not just focused on making a sale. We will continue to recommend Sam to everyone we know.

After our first meeting with Sam we knew she was different than most realtors. We met with so many looking for the right fit after a horrible experience in the past. Sam took the time to really explain everything, she helped calm our nerves, truly educate us and made sure we fully understood every step of the way. There is no one I'd recommend more, and no other realtor for my family in the state of Colorado! Thank you Sam for everything!

Sam was extremely helpful and was always available to answer any question we had anytime of day. She made the process of selling our house easy and hassle free. If you are in the process of selling your house I highly recommend giving Sam a call.m for everything!

I was very impressed with the service that Sam provided. Within one week of meeting with them, a photographer had taken pictures, brochures were made, our house was listed on MLS and marketed on Facebook and Instagram. They provided two open houses opening weekend and we had 4 offers all above list price. They were extremely patient and understanding with our individual requests and very personable. I would use their services again, I don't think I would find anyone else that would meet the level of service they achieved.

Sam has been so wonderful to work with finding our dream for ever home. She real easy to work with, your biggest fan when selling or finding your new home. She personable, kind, understanding, patient and just overall a great person. She has made the process enjoyable and as stress free as possible. Would recommend her again and again.

COMPLETE HOME IMPROVEMENTS



Preparing your home for sale often involves some effort. Whether it's investing your own time and energy into deep cleaning and repairs or hiring professionals for enhancements, getting your home in top condition is crucial for maximizing its value.

The goal is to make your home irresistible to potential buyers, just as it was when you first fell in love with it. Take the time to prepare your home for a broad audience by making it move-in ready, such as repainting bold walls with neutral colors.

Consider getting a home inspection before listing your home. A pre-inspection can help you identify and address any issues beforehand, potentially avoiding surprises that could deter buyers. Buyers typically conduct their own inspections, and the fewer issues they find, the more likely they are to proceed with the purchase.

HOME IMPROVEMENT IDEAS

- Replace any lighting fixtures broken or burnt out
- Paint walls neutral colors
- Switch out dated kitchen hardware to more modern ones
- Replace any broken appliances
- Get floors and carpets professionally cleaned
- Power wash the driveway and porch
- Cut back over-grown trees/shrubs
- Add some seasonal flowers in pots
- Depersonalize all decor
- Get your home professionally cleaned
- Organize your closets and clear out personal items
- Get rid of any funky odors

PRICE YOUR HOME COMPETITIVELY

Determining the ideal listing price for your home can pose a challenge, yet it's a crucial aspect for a successful sale.

Accurately priced homes tend to sell more swiftly. Zillow research indicates that 57 percent of homes nationwide sell at or above the listing price when they receive an offer within the first week. This percentage decreases to 50 percent in the second week and continues to decline over time.

Your agent possesses the necessary tools and insights to pinpoint the optimal price for your home.

Common Strategies:

Comparative Market Analysis (CMA)

This involves analyzing recently sold properties (comparables or "comps") similar to the subject property in terms of location, size, condition, and features to determine a competitive price.

Consultation with a Real Estate Professional

Working with an experienced real estate agent who has local market knowledge and expertise can help sellers navigate pricing strategies effectively and make informed decisions.

Market Conditions:

Consideration of the current real estate market conditions, such as supply and demand, interest rates, and local economic factors, can influence pricing decisions.

Appraisal:

An appraisal is conducted by a professional appraiser who assesses the value of the home based on its condition, features, and comparable sales data. Lenders often require an appraisal before approving a mortgage.

STAGE YOUR HOME

Preparing your home for sale through staging is a crucial step in the selling process. According to Forbes, investing in staging can yield a significant return on investment, with an estimated \$400 return for every \$100 spent. This makes it a worthwhile consideration if you aim to fetch top dollar for your property.

Prospective buyers envision themselves living in the home they're considering purchasing. Thus, it's essential to create an environment that is inviting and neutral, allowing them to easily visualize their own life in the space. Emphasizing your home's strengths while minimizing its weaknesses can appeal to a wider range of potential buyers.

Start by tackling tasks you can handle yourself, such as decluttering, cleaning, and depersonalizing. Too much clutter can make rooms appear cramped, while personal items may hinder buyers' ability to see themselves in the space.

However, staging involves more than just cleaning and decluttering. For optimal results, you may want to consider hiring a professional stager. These experts possess design expertise, knowledge of local trends, and access to resources that can elevate your home's presentation to showcase its full potential.

Ultimately, staging your home is about creating an attractive and welcoming atmosphere that resonates with the majority of potential buyers. By doing so, you increase the likelihood of selling your house at the best possible price.

All of our listing packages include a complementary staging consultation, and some of our listing packages INCLUDE staging! Contact us to find out more!

Action Plan

STEPS TO ORGANIZE AND STAGE

DEADLINE:



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MARKET YOUR HOME EFFECTIVELY

Selling your home is more than just listing it and placing a sign in the yard. It requires careful preparation and dedication from both you and your agent. At our agency, we put in significant time and effort to ensure the best possible outcome for our clients.

Discover some of the unique strategies we use to set ourselves apart from other agents. If there's something specific you're looking for that we haven't covered, feel free to discuss it during our consultation. We're committed to accommodating your needs and exceeding your expectations! You deserve an agent who understands the importance of marketing in today's real estate market. That's why we invest heavily in marketing your home effectively, ensuring it stands out and makes a positive impression on potential buyers, no matter how they search for properties.

How I Effectively Market My Sellers
Homes For Top Dollar

3-POINT MARKETING SYSTEM

AGENT
TO
AGENT

DIGITAL

PRINT



RECEIVE OFFERS & NEGOTIATE

At this stage, your home is officially on the market, and potential buyers are scheduling showings and preparing to submit offers.

If you priced your house competitively, you can expect to receive offers, possibly multiple ones, in the near future. If the offers come in lower than your asking price, don't hesitate to counteroffer or request the full price. You also have the flexibility to adjust any terms in the offer to better suit your needs. It's common for buyers to test the waters with their initial offer, leaving room for negotiation. Once you accept an offer, it becomes legally binding upon signing. It's crucial to ensure that all terms and conditions are clearly outlined.

With my background in negotiations from both the criminal justice and law fields, I bring a wealth of experience to the table and am fully equipped to advocate for your best interests throughout the negotiation process.

Negotiable Contract Terms

SALES PRICE AND CONCESSIONS

TIMELINE

WHO PAYS WHAT WITH CLOSING COSTS

DEADLINES AND EXTENSIONS

HOME REPAIRS

INCLUSIONS AND EXCLUSIONS

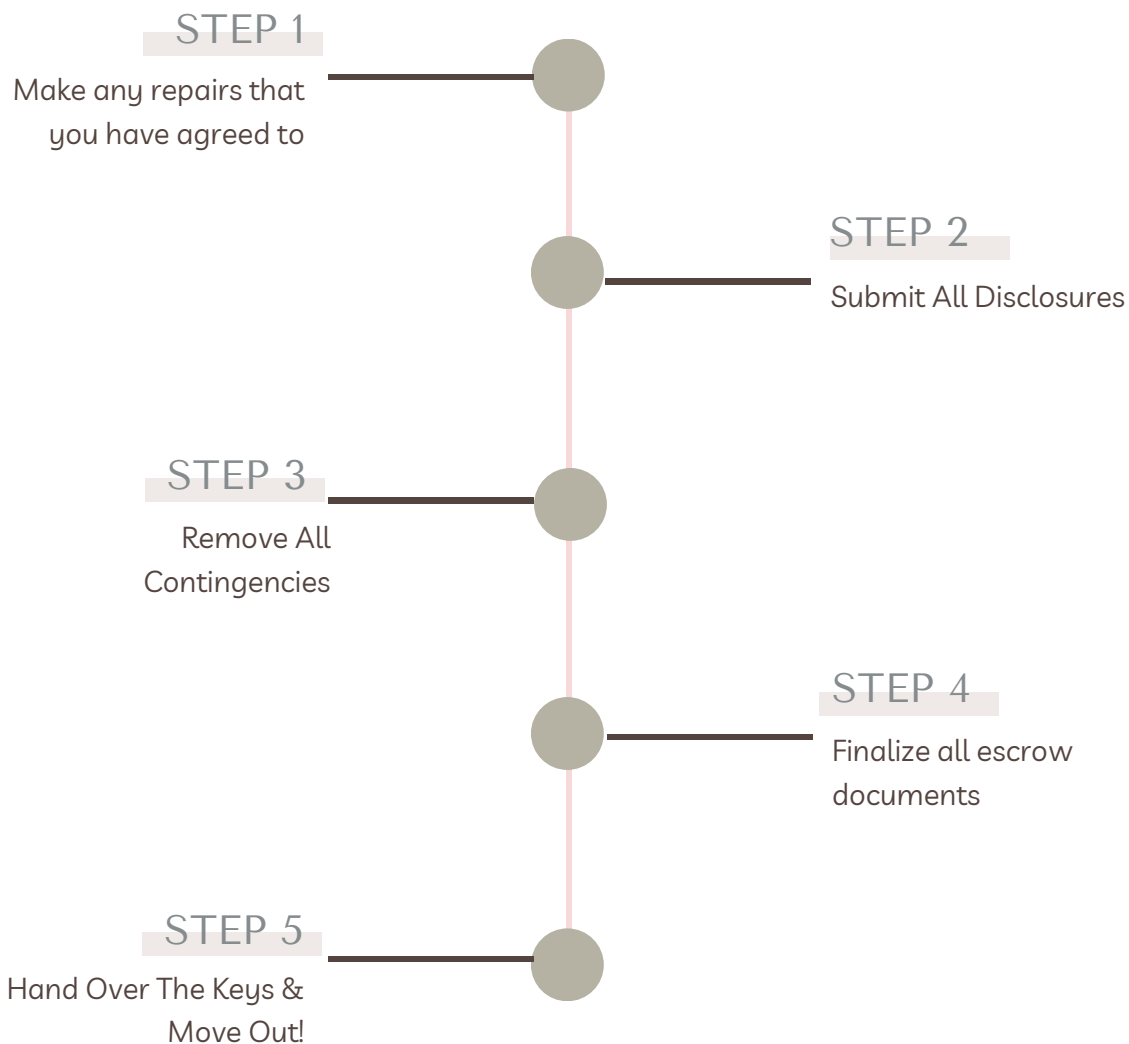
Final Steps To Close

After accepting an offer, the focus shifts to preparing for the closing process. During this stage, the buyer will conduct a home inspection, finalize their financing, and your home will undergo an appraisal if the buyer is securing a loan.

It's important to anticipate potential challenges that may arise during these steps. The buyer may decide to withdraw from the deal if significant issues are uncovered during the home inspection. Financing issues on the buyer's end or discrepancies in the home's appraised value can also pose obstacles.

Having an experienced agent by your side is invaluable in navigating through these potential hurdles and ensuring a smooth and timely sale of your home.

Below are the final steps you'll need to take to complete the closing process:



LET'S DO THIS!

Is there more to selling your home than meets the eye? Absolutely! With my proven 3-step marketing plan, I'll show you firsthand the incredible benefits of choosing CalhounRE to sell your home. Let's discuss these strategies together when we meet!

Whether you have questions lingering or you're ready to take the next step in your real estate journey, I'm here to assist you every step of the way. Whether you're curious about your home's current value or want to explore your selling options further, don't hesitate to reach out. I'm just a message, call, or email away.

With me as your agent, you'll have unwavering support from start to finish. Let's work together to turn your real estate goals into reality!

*"Don't wait
for the right
opportunity.
Create it."
-Unknown*

720.515.3130

303.564.3872

sam@calhounre.com



WWW.CALHOUNRE.COM



SAM CALHOUN REALTOR



@REALSAMCALHOUN



LOOKING FORWARD TO HEARING FROM YOU!