



PREPARING YOUR HOME FOR A *Successful Sale*



REAL ESTATE
BY GORDON

A LITTLE BIT *About Me*

Gordon Eatherton, Jr

I have held a Colorado real estate license since 2011. I join West + Main Homes in 2023. **My clients often describe me as detail oriented, able to bring humor to tough situations and willing to go the extra mile.** I have proven skills and insight that I utilize in negotiations, counseling home-buyer and sellers, and effectively marketing my listings.



A Colorado native, I currently reside in Timnath with my wife, Tina, our two boys Oliver and Aiden, along with our dogs Norman and Archie. I enjoy spending time fishing for trout, cooking on the Big Green Egg and traveling with family. I am on the WildWing HOA Architectural Board.

"Real estate is more than a career to me, it is my passion and has been my life for the past decade. Getting to help people is such a privilege and a pleasure for me."

-Gordon

The SELLING PROCESS

STEP 1

PREPARE YOUR HOME FOR THE MARKET

- ✓ Meet with your Realtor®
- ✓ Consider repairs
- ✓ Create a game plan
- ✓ Home prep checklist

STEP 3

SHOW YOUR HOME

- ✓ Pre-showing checklist
- ✓ Negotiating offers

STEP 2

STRATEGICALLY MARKET YOUR HOME

- ✓ Determine the price
- ✓ Professional photo/video
- ✓ Execute marketing plan

STEP 4

SELL IT!

- ✓ Go under contract
- ✓ Moving checklist

STEP 1: *Preparing your Home for Market*



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



Consider Repairs

Get that sold price up by considering some repairs with a good return on investment. Not all buyers have the vision to see what your home could be, so even little changes will help them see the bigger picture.

Here are 4 high-ROI improvements that buyers will love:

- 1. 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."
- 2. Install hardwood floors or refinish your current ones.** According to NAR, refinishing hardwood floors will recoup 100% of the cost at resale, while new hardwood floors recover 106% of costs.
- 3. Swap out fixtures in the kitchen and bathrooms.** New knobs, pulls, and faucets, are an inexpensive way to create a cohesive, modern look.
- 4. Paint in a neutral palette.** This allows buyers to picture their things in your space.

YOUR *Home* CHECKLIST

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. **Consider having a home inspector come and** see if anything needs to be repaired.

REPLACE OR REPAIR IF NEEDED

TO DO	DONE		TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Light fixtures	<input type="checkbox"/>	<input type="checkbox"/>	HVAC
<input type="checkbox"/>	<input type="checkbox"/>	Light bulbs	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Worn/stained carpeting	<input type="checkbox"/>	<input type="checkbox"/>	Paint walls where needed
<input type="checkbox"/>	<input type="checkbox"/>	Window glass	<input type="checkbox"/>	<input type="checkbox"/>	Remove wallpaper
<input type="checkbox"/>	<input type="checkbox"/>	Kitchen appliances	<input type="checkbox"/>	<input type="checkbox"/>	Flooring
<input type="checkbox"/>	<input type="checkbox"/>	Cabinets	<input type="checkbox"/>	<input type="checkbox"/>	Electrical panel
<input type="checkbox"/>	<input type="checkbox"/>	Sinks and faucets	<input type="checkbox"/>	<input type="checkbox"/>	Smoke detectors

KITCHEN

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Clean off counters and declutter
<input type="checkbox"/>	<input type="checkbox"/>	Clean tile grout if needed
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all appliances
<input type="checkbox"/>	<input type="checkbox"/>	Organize all drawers and pantries
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean floors

BATHROOMS

TO DO	DONE	
<input type="checkbox"/>	<input type="checkbox"/>	Thoroughly clean all surfaces
<input type="checkbox"/>	<input type="checkbox"/>	Declutter countertops and drawers
<input type="checkbox"/>	<input type="checkbox"/>	Fold towels and stage decor
<input type="checkbox"/>	<input type="checkbox"/>	Remove any unnecessary items
<input type="checkbox"/>	<input type="checkbox"/>	Clean or replace shower curtains
<input type="checkbox"/>	<input type="checkbox"/>	Clean any moldy areas

YOUR *Home* CHECKLIST

Use this checklist to do a walk through of your home, room by room as if you are a buyer. Check off what needs to be done, and then check off once you complete. **Consider having a home inspector come** and see if anything needs to be repaired.

LIVING & DINING ROOM

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Stage with pillows and throws |
| <input type="checkbox"/> | <input type="checkbox"/> | Dust and clean all surfaces and fixtures |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep all tables clear and decluttered |

BEDROOMS

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Remove clutter & personal items |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean out and organize closets |
| <input type="checkbox"/> | <input type="checkbox"/> | Repair any damage in walls |
| <input type="checkbox"/> | <input type="checkbox"/> | Keep closets closed during showings |
| <input type="checkbox"/> | <input type="checkbox"/> | Make beds before any showings |

EXTERIOR

TO DO DONE

- | | | |
|--------------------------|--------------------------|-------------------------------------|
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Clean or repaint front door |
| <input type="checkbox"/> | <input type="checkbox"/> | Repaint exterior and trim if needed |
| <input type="checkbox"/> | <input type="checkbox"/> | Wash windows inside and out |
| <input type="checkbox"/> | <input type="checkbox"/> | Sweep walkways and patios |
| <input type="checkbox"/> | <input type="checkbox"/> | Mow the lawn and trim shrubs |

TO DO DONE

- | | | |
|--------------------------|--------------------------|--|
| <input type="checkbox"/> | <input type="checkbox"/> | Yard is clean and maintained |
| <input type="checkbox"/> | <input type="checkbox"/> | Replace any rotten wood |
| <input type="checkbox"/> | <input type="checkbox"/> | Outdoor furniture staged and inviting |
| <input type="checkbox"/> | <input type="checkbox"/> | Pressure wash any dirty concrete |
| <input type="checkbox"/> | <input type="checkbox"/> | Fence is in good shape |
| <input type="checkbox"/> | <input type="checkbox"/> | Pool/spa is clean and in working condition |

STEP 2: Strategically Marketing your Home

Determining Value

It's important to thoroughly evaluate the market to determine the market value of your home. **I will complete a Comparative Market Analysis.** The CMA uses recent sales of homes close in geography, age, size, and features to yours. Here's why that's needed:



- 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.

TIPS FOR *Pricing* YOUR HOME



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 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 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



STEP 2: Strategically Marketing your Home



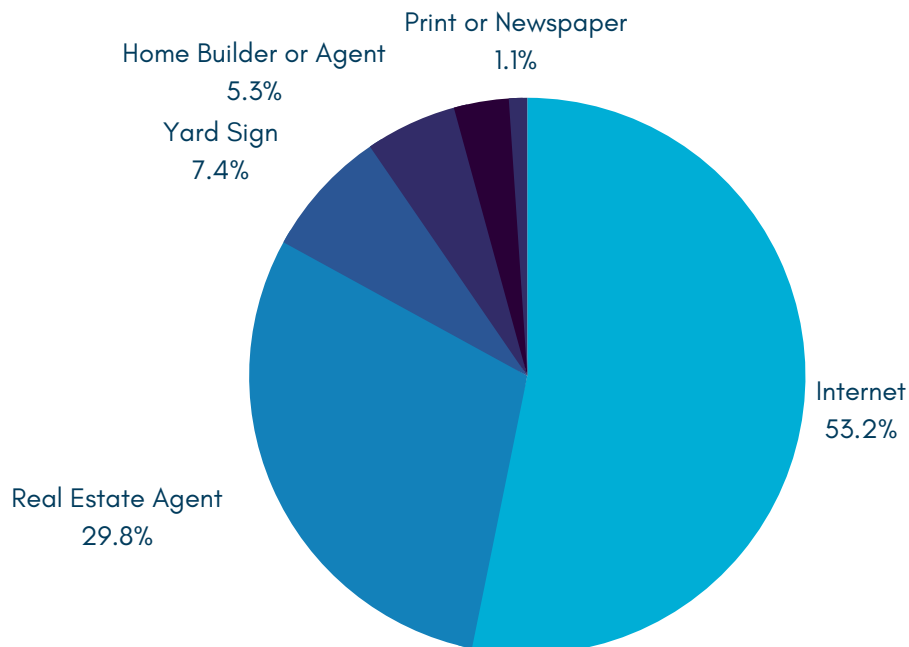
More than likely, the first place potential buyers will see your home is online. **This is why we work hard to reach as many buyers as possible online**, and strive to make the best impression possible through our online listings.

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 is 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 or the way it is inputted and displayed in the MLS.

Home Buyers are Shopping Online



Source: 2019 NAR Home Buyer and Seller Generational Trends

STEP 2: Strategically Marketing your Home



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 top real estate photographers 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.



The photos to the left are examples from pervious listings of mine.



What's Included in my Marketing Plan:

- Displayed on brokerage website
- Displayed on my website
- Coming soon campaigns
- Virtual tours
- Broadcasted to over 15,000 accounts across social media
- Printed and Digital Flyers
- Direct Mail Postcards
- Professional photography
- Professional videography
- Open houses
- Yard sign captures

HOW SHOWING *Your Home* WORKS

Navigating Showings

We will decide together on how to handle showings. We can set parameters as to the hours and days that showings are allowed, and how to notify you in advance.



- **Homes show best when the homeowner is not present**, but if this is not possible, we will work together to create the best experience for the buyer that also fits your lifestyle.
- Usually we use an electronic lockbox that allows buyers' agents to access your house key. These boxes also notify me any time they are opened, so **no one is accessing your home without my knowledge**.
- If you have pets in the home that need to be tended to during showings, we will work out the best way to handle them. Furthermore, I will try to get **feedback from each showing and pass that information back to you**.

Pro Tip:

Have bins for personal items in the kitchen and baths, this allows you to store things quickly and still have access when needed!

STEP 4: *Sell it*

Negotiating Offers

As the showings start rolling in, we'll start getting feedback and/or offers from the prospective buyers. We will work together to negotiate the offers we receive to achieve your ultimate goal whether that be a quick sale, maximizing profit, or perfect timing.

Under Contract

Once the purchase agreement is signed by all parties, the buyers will deposit their earnest deposit. These funds will be held by a third-party account until closing. If the buyer backs out of the sale for a reason not specified in the contract, the seller is typically entitled to keep the earnest money.

Contingencies

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.

Closing Day

Once we get the clear-to-close, we will schedule a closing date with the title company. But wait, ONE more thing before you finally pop that champagne! The final walk-through: Right before closing, the buyer will have the right to walk through the home and make sure any agreed-upon repairs were completed and the property is in good condition.



WHAT ARE Contingencies?

Some Common Contingencies:

Appraisal contingency. Typically, the **lender requests an appraisal** is done to make sure they are 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 or have an appraisal gap in the contract.



Home sale contingency. This happens when the **buyer is currently trying to sell their own property**. This is not as common as the other contingencies, but it does happen.

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 in order to buy your home. This is why **buyers will submit a pre-approval letter with their offer, to prove that 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.

Pro Tip:

An appraisal gap is an agreed upon amount that buyers are willing to cover in any valuation gap from appraisal to sales price.



Contract DOCUMENTS AND DISCLOSURES

Exclusive Right-to-Sell: This is an agreement between a REALTOR® and seller to exclusively use that agent's services for a set period of time.

Closing Instructions: This defines who the title company is being used and their duties.

Wire Fraud: This document explains why West + Main will not be your source for wire instructions. Please read this document carefully. We will review again closer to closing.

Seller's Property Disclosure: This is completed by the seller and outlines property condition based on their actual current knowledge. Additional property conditions may come up during the inspection process.

Fort Collins Occupancy Disclosure: In Fort Collins, it is illegal for more than 3 unrelated people to live together or, in the case of a family, for them to live with more than 1 additional unrelated person.

Lead Based Paint Disclosure: For houses built prior to 1978.

Source of Water Disclosure: This discloses the source of water for the property, whether it be public, well, or other.

Square Footage Disclosure: This discloses the square footage of the property, whether it be from public records, building plans, a prior appraisal, or other professional.

FAQS: *Closing*

Closing Time!

We've passed all contingencies and have scheduled our closing date and time – let's answer some questions you may have about closing day:

Q: What is the final walk-through?

A: This allows the buyer to do one last walk through to **confirm the repairs that were agreed upon are now complete** and the home is in an acceptable condition.

This is typically scheduled the day before closing. Make sure your **home is cleaned, and warranties/manuals are stored** in a visible place (kitchen drawer).

Q: Who will be at closing?

A: Situations vary, but you can expect some combination of these folks: seller (that's you!), buyer, real estate agents, mortgage lender, and title company representative.

Q: What will I do?

A: Stretch those fingers and get ready to sign, sign, sign a lot of paperwork. (And always, always ask if you have any questions.)

Q: What should I bring?

A: Bring a **photo ID, your house keys/remotes and a smile**. I will inform you of any other specific documents. The good news is once you've signed the last page, it's time to get a hold of those funds and celebrate!



YOUR *Moving* CHECKLIST

3-4 WEEKS BEFORE

- ☐ Declutter, discard & donate
- ☐ Collect quotes from moving companies
- ☐ Locate schools, healthcare providers in your new location
- ☐ Secure off-site storage if needed
- ☐ Choose a mover and sign contract
- ☐ Create a file of moving-related papers and receipts
- ☐ Contact homeowner's insurance agent about coverage for moving
- ☐ Contact insurance companies to arrange for coverage in new home

2-3 WEEKS BEFORE

Notify the following about your change of address:

- ☐ Banks + Post Office
- ☐ Credit Card Companies
- ☐ Insurance Companies
- ☐ Family + Friends

Notify utility companies of date to discontinue or transfer service:

- ☐ Electric
- ☐ Water
- ☐ Trash
- ☐ Gas
- ☐ Internet
- ☐ TV

1-2 WEEKS BEFORE

- ☐ Notify DMV of new address
- ☐ Discontinue additional home services (housekeeper, gardener/lawn service)
- ☐ Start using up things you can't move, such as perishables
- ☐ Close/open bank accounts
- ☐ Arrange for child and pet care on moving day
- ☐ Notify HOA about upcoming move, reserve elevator usage

FINAL WEEK BEFORE

- ☐ Confirm final arrangements
- ☐ Arrange transportation for your pets and plants
- ☐ Review your moving-day plan with moving company
- ☐ Take a picture in your home
- ☐ Pack an essentials box for quick access at new home
- ☐ Label moving boxes with the contents inside

FAQS: The Selling Process

How soon can I get my home on MLS?

Once we agree to work together, I will begin entering your home information on the MLS system. I will also schedule a time for a professional photographer to take photos of the property. As soon as all the information and pictures are uploaded items, your listing can go live on MLS.

Will you qualify the buyer?

When an offer is received, I will work with the buyer's agent to vet the buyer. All offers should be accompanied by either a pre-approval from a mortgage lender or, if paying cash, by verification of funds available to cover the purchase price. Once you accept an offer, the buyer must put down the agreed upon escrow deposit, schedule any inspections as stipulated in the contract, and, if financing is involved, their lender will initiate the loan approval process.

What are the costs involved?

The seller usually pays for the real estate agent fees, which are divided between the buyer's agent and the seller's agent. The seller also pays their share of the property taxes and HOA dues. If the full annual amount has been paid, the buyer will repay their portion back to the seller at closing. Often the seller elects to pay a portion of the buyer's closing costs to help make the transaction work for the buyer.

Is your commission negotiable?

The commission is not negotiable. Keep in mind that the commission is split between the two sides, and both agents must abide by the structure their brokerage follows. I will work very hard to represent you honestly with full loyalty and integrity to earn the designated commission. This work is my livelihood, and I often go above and beyond the call of duty to earn my pay and close transactions for my clients.

Will you also represent the buyer?

If I happen to find the buyer for your home, be assured that I am trained and experienced in handling both sides of the transaction fairly. As a professional, I respect the confidentiality and loyalty required in dealing with both parties. On the plus side, communication is easy when I am representing both sides. Working on both sides of the transaction is hard work, but it would not be a problem.

Why WORK WITH ME?

Here's what you can expect when you work with me to sell or buy:



- Text, phone, DM, email -- however you want to connect, it'll be ME you get **EVERY. SINGLE. TIME.**
- As a seller, lean on my **11+ years experience** in Northern Colorado so you can enjoy the selling process and feel confident about your real estate decisions.
- Long after you close, **I'll be here to help**, answer questions, or grab a cup of coffee. New clients = new friends!



Gordon was wonderful to work with. He communicated during the entire process and **helped us obtain the best price for the property.** I would highly recommend!

JESSICA W, HOME SOLD IN 2022

...He thoroughly researched comparables to aid in **setting a competitive asking price**, and used that same thoroughness in advising how to prepare the house for showings. We thought he did a great job in **managing numerous showings** and getting us feedback. We would highly recommend him.

NANCE AND MARK H, HOME SOLD IN 2021



Thank You!

Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.

-Gordon



GORDON EATHERTON JR
Realtor®

720.412.4620

GordonEatherton@WestAndMain.com

RealEstateByGordon.com

@RealEstateGordon

WEST + MAIN

