

COLORADO LIVING REALTY

Steps to Sell Your Home

1. *Desired Timeline*

Selling First or Buying First?

The right approach—whether to sell first, buy first, or coordinate both—depends on your goals, timing, and financial situation. Clarifying these upfront helps you create a clear roadmap, minimize stress, and ensure a smooth, confident transition to your next home.

2. *Where is Your Next Chapter*

Define Your Next Destination

Before making your next move, decide where you're headed. Whether staying local or relocating, considering lifestyle needs, commute, schools, and amenities helps guide smarter decisions and ensures your next home fits your goals.

3. *Home Evaluation Walkthrough*

Evaluate condition and market position to price your home with confidence.

We'll tour your home together to assess its condition, highlight strengths, discuss potential updates, and position it competitively in today's market to determine a strategic price.

4. *Strategic Pricing Plan*

Price it right, sell it smart.

Using current market data and a thorough assessment of your home's condition, we'll establish a competitive list price designed to attract buyers. Additionally, we'll create a clear pricing adjustment plan to stay flexible and responsive if the market shifts, ensuring your home remains strategically positioned for a successful sale.

5. *Listing Agreement & Disclosures*

Ready, set, list!

We'll guide you through completing all required agreements and disclosures to officially list your home. This ensures buyers have essential information about the property, keeps you compliant with regulations, and sets a strong foundation for a smooth, transparent transaction from day one.

6. *Home Preparation & Staging*

Get your home market-ready.

Prepare your home to make the best impression on buyers. This includes completing key repairs, making updates, decluttering, and deep cleaning. By showcasing your home at its finest, you increase appeal, attract more buyers, and maximize your selling price.

7. *Professional Staging & Photography*

Make your home shine.

Showcase your home at its very best with professional staging and photography. Our marketing team highlights your home's top features, creating compelling visuals that captivate buyers online and generate strong interest before they even step inside.

8. *Market Debut & Showings*

Launch your home to the market.

List your home strategically with a plan for market timing to maximize exposure. We'll set clear showing guidelines and coordinate appointments to ensure a smooth, organized process that attracts serious buyers and showcases your home in its best light.



Colorado Living Realty - MetroBrokers

LAVONNE LYDIN

303-946-7772

lavonne@coloradolivingrealty.com

MICHELLE LYDIN SCHMELTZER

303-507-9111

michelle@coloradolivingrealty.com

COLORADO LIVING REALTY

Marketing Your Home

1. Professional Staging

Design to captivate | Elevate every detail | Showcase your homes full potential

We begin with a professional staging consultation to thoughtfully declutter, neutralize, and refine each space. Strategic design recommendations—ranging from paint and lighting to furniture placement and curated staging—ensure your home presents at its absolute best.

2. Professional Photography

First impressions become lasting desires | Capture & inspire immediate connection

Your home's first showing happens online, and we spare no expense. High-end photography, aerial imagery, floor plans, and carefully timed or twilight shots capture the light, setting, and lifestyle that draw qualified buyers to take the next step of a showing.

3. Cinematic Marketing Video

Elevated visual experience sets home apart | Buyers feel at home before they arrive

A custom-produced marketing film showcases your home with a cinematic, editorial feel—more HGTV than home tour. This movie like approach creates emotion, engagement, and a lasting impression. Curated YouTube shared online.

4. Dedicated Property Website

Your home, presented as a brand | Polished | Powerful | Unforgettable

We purchase and secure your home's custom property address domain and design a dedicated property website. This digital hub features your video, photography, floor plans, and details—perfect for online marketing and effortless sharing with your network. A digital showcase designed for maximum impact.

5. Multiple MLS Exposure

Maximize Denver, Boulder & Northern Colorado Exposure | Capture Buyers

Your property is professionally positioned in both REcolorado and IRES to ensure maximum agent and buyer visibility across Metro Denver, Boulder, and Northern Colorado. We actively monitor MLS traffic, saves, and interest to guide strategic buyer agent engagement and measured follow-up.

6. Strategic Syndication

Deliberate Positioning | Maximum Impact | Global Reach

Your listing is selectively syndicated to the most influential real estate platforms, with full control over displayed data and messaging. We track performance and buyer engagement to ensure your home is reaching the right audience. We keep our pulse on the current market.

7. CO Living Realty Digital & Social Media

Creating Buzz | Generating Demand | Lifestyle Marketing

Your home is featured on the CO Living Realty website and our targeted social media channels, including Instagram, Facebook, and YouTube. Expanding reach, creating momentum, and captivating today's digital luxury buyer.

8. Community Exposure

Hyper-Local Marketing That Attracts the Right Buyer |

We thoughtfully evaluate community outreach, neighborhood marketing or strategic open house, while always honoring your comfort and privacy. Often, the most qualified buyer comes through a neighbor's referral, connecting your home with someone who already loves the lifestyle your neighborhood offers.



Colorado Living Realty - MetroBrokers

LAVONNE LYDIN
303-946-7772
lavonne@coloradolivingrealty.com

MICHELLE LYDIN SCHMELTZER
303-507-9111
michelle@coloradolivingrealty.com

COLORADO LIVING REALTY

Staging to Sell: Showcase Your Home

1. *Staging Strategy Session*

Plan with purpose | Highlight every space | Impress every buyer

We start by carefully assessing your home to understand its unique strengths and potential. From there, we create a tailored staging strategy, recommending key design updates, furniture placement, and décor enhancements that ensure each room looks inviting, balanced, and ready to capture buyers' attention.

2. *Decluttering & Depersonalizing*

Clear the space | Create a blank canvas | Let buyers envision themselves at home

We guide you in removing personal items, excess furniture, and clutter while preserving the home's character. This process helps create open, inviting spaces where buyers can easily imagine their own belongings and lifestyle, improving both first impressions and overall appeal.

3. *Space Optimization*

Flow with purpose | Highlight functionality | Maximize every room

We carefully evaluate each room's layout to improve flow and functionality. Strategic furniture placement and emphasized focal points make spaces feel larger, balanced, and welcoming, helping buyers connect with the home.

4. *Styling & Décor Selection*

Complete Look | Enhance style | Appeal to current design trends

We select artwork, décor, and accent pieces that elevate your home without overpowering it. These touches create an inviting, stylish atmosphere that complements the architecture and appeals to a wide audience. If requested, we partner with interior designers and contractors.

5. *Color & Lighting Enhancements*

Set the mood | Brighten the space | Make a lasting impression

We advise on paint, lighting, and subtle color adjustments to create a cohesive, current look throughout your home. Bright, well-lit rooms highlight your home's best features, enhance the flow of each space, and leave a strong impression on buyers in both photos and showings.

6. *Luxury Model Inspiration*

See the trends | Gain insights | Elevate your home's style

We suggest touring luxury builder model homes to gather inspiration and see current design trends. This insight helps identify small but impactful enhancements that make your home feel aspirational to buyers. Focus on the overall feel and replicate it in your home.

7. *Implementation & Final Touches*

Bring the vision to life | Perfect every detail | Ready for buyers

We place furniture, décor, and accessories according to the staging plan, adding final touches like fresh flowers or textiles. This ensures each room is polished, inviting, and photo and show ready.

8. *Final Review & Seller Walkthrough*

Approve with confidence | Ensure perfection | Hit the market strong

We review the staged home together, making any last refinements. Your home is fully optimized to capture attention, attract buyers, and achieve the best possible sale outcome.



Colorado Living Realty - MetroBrokers

LAVONNE LYDIN
303-946-7772
lavonne@coloradolivingrealty.com

MICHELLE LYDIN SCHMELTZER
303-507-9111
michelle@coloradolivingrealty.com

COLORADO LIVING REALTY

Strategic Pricing

1. Strategic Pricing for Maximum Impact

Know the competition | Position with precision | Understand buyer expectations

We analyze recent sales and active listings in your neighborhood, focusing on homes similar in size, features, and condition. This allows us to understand current pricing trends, what buyers are paying, and how your home can be positioned to attract the most interest and offers.

2. Seller Concessions & Inspection Costs

Plan for contingencies | Protect your net proceeds | Avoid surprises

We carefully account for potential seller concessions and inspection-related costs, typically 1–2% of the list price. By factoring these in from the start, we ensure your pricing strategy protects your net proceeds and avoids surprises during negotiations.

3. Pricing Tiers Evaluation

Strategic ranges | Capture the right buyers | Maximize visibility

We carefully evaluate pricing ranges to ensure your home is positioned to attract the widest pool of buyers. Proper tier placement helps maximize interest and keeps your listing competitive in the market.

4. Pricing Strategy Advisor Insights

Expert guidance | Confident decisions | Accurate valuation

As your Pricing Strategy Advisor, we bring specialized knowledge and data-driven insights to ensure your home is priced accurately. We consider market conditions, buyer behavior, and property features to craft a strategy that balances demand with your financial goals.

5. Initial Pricing Recommendation

Start strong | Set expectations | Position for success

Based on our research and market analysis, we present a recommended list price designed to attract serious buyers immediately. This price positions your home to generate interest, showings, and competitive offers from the onset. Pricing strategy directly impacts days on market.

6. Buyer Response Monitoring

Track engagement | Stay informed | Adjust proactively

Once your home is listed, we carefully monitor showings, inquiries, and buyer feedback. By tracking how the market responds, we can determine whether your price is resonating or if adjustments may be needed to maintain momentum.

7. Adjustment Plan

Flexible strategy | React confidently | Maintain momentum

If your property does not generate showings or offers within a set timeframe, we implement a pre-planned adjustment strategy. This may include pricing updates, marketing enhancements, or presentation tweaks to reignite buyer interest and keep your home competitive.

8. Ongoing Concierge Communication

Stay informed | Expert support | Data-driven decisions

Throughout the entire pre-market and listing process, we provide personalized updates and insights. Our concierge communication ensures you're fully informed, confident, and empowered to make timely, strategic decisions that maximize your home's sale potential.



Colorado Living Realty - MetroBrokers

LAVONNE LYDIN
303-946-7772
lavonne@coloradolivingrealty.com

MICHELLE LYDIN SCHMELTZER
303-507-9111
michelle@coloradolivingrealty.com

COLORADO LIVING REALTY

Expert Contract Negotiation

1. Full-Time Expertise You Can Trust

Decades of experience | Focused guidance | Proven results

With almost 50 years of combined full-time experience, we dedicate our careers to mastering real estate negotiations. Your transaction benefits from our deep knowledge and hands-on expertise every step of the way.

2. Professional Designations & Credentials

MCNE & CRS | Certified skill | Negotiation mastery

As a Master Certified Negotiation Expert (MCNE) and Certified Residential Specialist (CRS), we bring advanced negotiation training and strategies to protect your interests and optimize outcomes.

3. Pre-Offer Strategy

Plan ahead | Position smartly | Start strong

Before submitting or reviewing offers, we develop a tailored strategy focused on your priorities, market conditions, and appraisal considerations. Effective pre-planning positions your home for the best possible results.

4. Price Negotiation

Maximize value | Strategic adjustments | Data-driven decisions

We negotiate confidently on price, leveraging our expertise, market data, and pricing strategy insights to secure a fair and competitive offer while considering appraisal challenges.

5. Timing Negotiation

Flexible scheduling | Align with your needs | Smooth transactions

We guide timing negotiations to accommodate your goals, including move-in dates or closing schedules, ensuring the transaction flows smoothly and aligns with your plans.

6. Appraisal Management

Protect your value | Navigate challenges | Maintain leverage

Appraisal concerns can impact a sale. We proactively use pricing strategy, comparable data, and negotiation tactics to address appraisal issues and safeguard your home's value.

7. Offer Review & Counteroffers

Thorough analysis | Clear guidance | Confident decisions

We carefully evaluate every offer and counteroffer, advising you on potential outcomes, risk, and strategy so you can make informed decisions with confidence.

8. Ongoing Communication & Support

Stay informed | Expert guidance | Seamless negotiation

Throughout the negotiation process, we maintain clear, personalized communication, keeping you updated on progress, buyer responses, and strategic adjustments to ensure a smooth and successful transaction.



Colorado Living Realty - MetroBrokers

LAVONNE LYDIN

303-946-7772

lavonne@coloradolivingrealty.com

MICHELLE LYDIN SCHMELTZER

303-507-9111

michelle@coloradolivingrealty.com