



THE STRENGTH OF SOUND ADVICE...EARNING CLIENTS FOR *Life*



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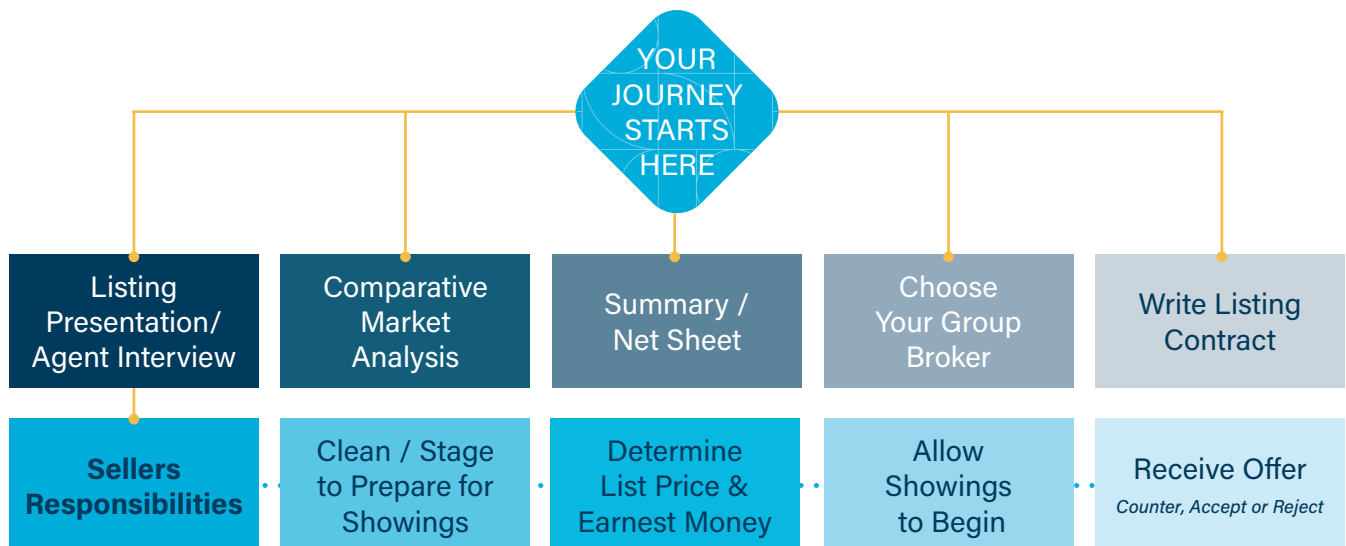
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**TheGroup**

## Marketing

Photos | Measurements | Property Video Tour | Property Website  
Targeted Social Media Ads For Maximum Exposure

## Transaction Management & Staff

Market Statistics | Escrow | Title Work

**CLOSING**





TheGroup

KATHY BECK

Broker Associate Partner

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REALTOR® - Abiding by the REALTOR® Code of Ethics

National Association of REALTORS® Member

Colorado Association of REALTORS® Member

Fort Collins Board of REALTORS® Member

CSP - Certified New Home Sales Professional

EcoBroker - Assistance with environmental issues and concerns

Full team of experienced lenders, inspectors and escrow officers

PROFESSIONAL ASSISTANCE IS PROVIDED EVERY STEP OF THE WAY

## Buying a home...

can be a daunting process in today's market where purchase contracts are lengthy and there are numerous homes on the market. My goal, as your advisor through the process, is to educate you about the current local market and alleviate your fears of paying too much, missing an available home that might suit your needs, or purchasing a home with major defects. I will assist you throughout the buying process along with an excellent team of lenders, reputable inspectors, professional escrow officers and title companies to insure you have an unbeatable experience! I'm committed to being available for you in person, by phone or email throughout your buying process.

## Selling a home...

usually represents a lifetime investment coupled with strong personal ties and can rank among one of your most important life experiences. With that in mind, my goal is to maximize your "walking away money", get you where you want to go on time, and make your transaction as risk free and smooth as possible. I will provide a comprehensive listing package including a written marketing plan and a diligently prepared market analysis. We will work together to increase your odds of selling, put you in the strongest negotiating position possible, and reduce the risks of losing a potential buyer. I will assist you throughout the selling process with consistent communication and information so you can make informed decisions regarding your home sale.







INDUSTRY-  
LEADING  
SALES.  
WORLD-CLASS  
SERVICE.

1.1 MILLION  
GLOBAL TRANSACTIONS

550  
COMPANIES

4,600  
OFFICES

135,000  
SALES ASSOCIATES

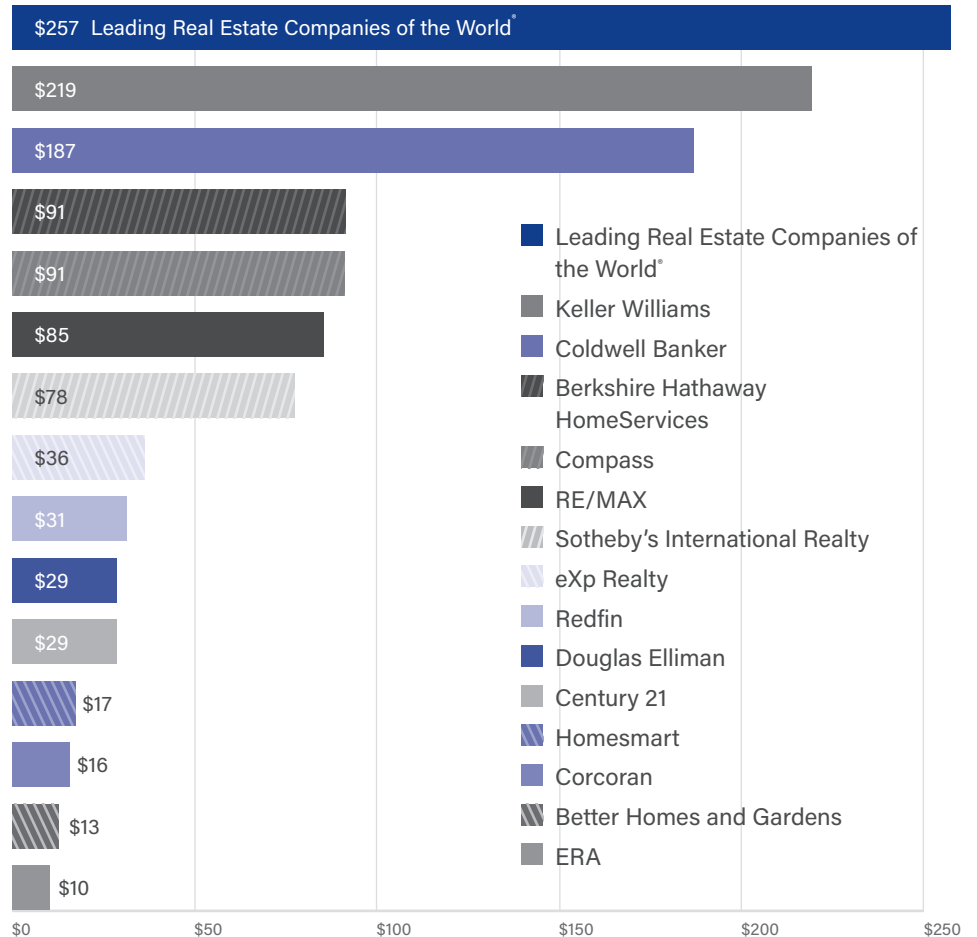
70  
COUNTRIES

*Leading*  
REAL ESTATE COMPANIES  
OF THE WORLD

## MORE U.S. HOME SALES VOLUME

THAN ANY OTHER REAL ESTATE NETWORK, FRANCHISE  
OR BROKERAGE BRAND. \$257 BILLION IN U.S. HOME SALES VOLUME.

As an affiliate of Leading Real Estate Companies of the World,<sup>®</sup> our brokerage is a local and global market leader working on your behalf. LeadingRE's world-class marketing resources and connections allow us to provide you with a truly exceptional real estate experience.



Volume shown in billions of dollars.

This bar chart is sourced from REAL Trends 500 for 2019, realtrends.com.





— REALTRENDS | SPONSORED BY ADWERX —  
**AMERICA'S BEST**  
REAL ESTATE PROFESSIONALS

## CONGRATULATIONS KATHY BECK

For Recognition In The 2018, 2019 & 2020  
Real Trends: America's Best

There are more than 1.3 million licensed  
Realtors® in the United States.

There are just 13,800 who are listed as  
America's Best Real Estate Agents.

### Mark A.

"Kathy was excellent in helping me get my house sold from getting it ready - to completion of sale."

### Walter and Mary M.

Kathy is very professional, helpful and focused on the customer. Will definitely recommend her."

### Christie W.

Kathy was absolutely wonderful! She met with me before I had even moved up to Loveland, set me up with a website to view houses online and was always available to show me the ones I wanted to see. She created a great timeline chart for me to follow and referred me to a lender in her office which was so easy to coordinate. She also had excellent suggestions during the inspection phase as to what repairs to include in the contract. I highly recommend Kathy."

### Wanda D.

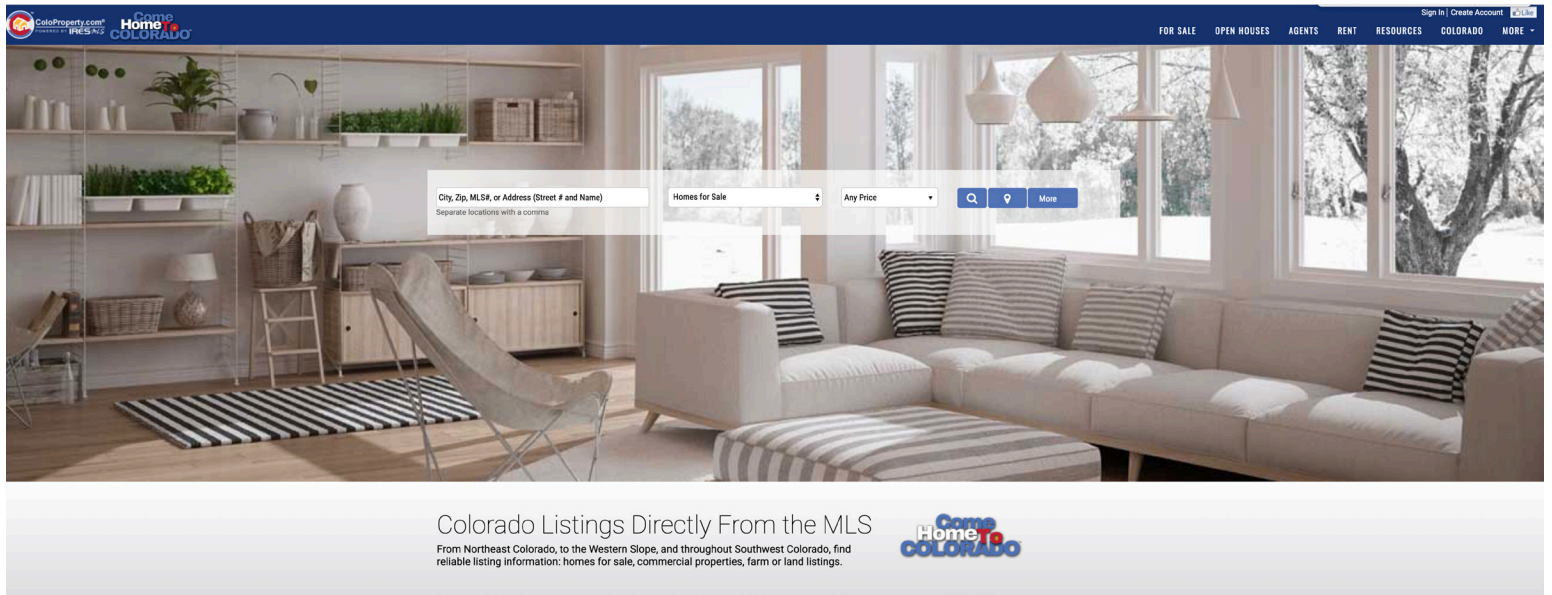
"We had a wonderful experience in working with Kathy. She was very professional, helpful, knowledgeable in her job and able to answer all of our questions. We felt very supported and in good hands throughout the entire process and would hands down recommend Kathy to anyone - we were very fortunate to have her recommended to us! The Group, Inc. is very fortunate to have someone like Kathy represent them and we hope that all of the other employees look to her to see how it's done right in the real estate industry."

### Jaime and Lorena C.

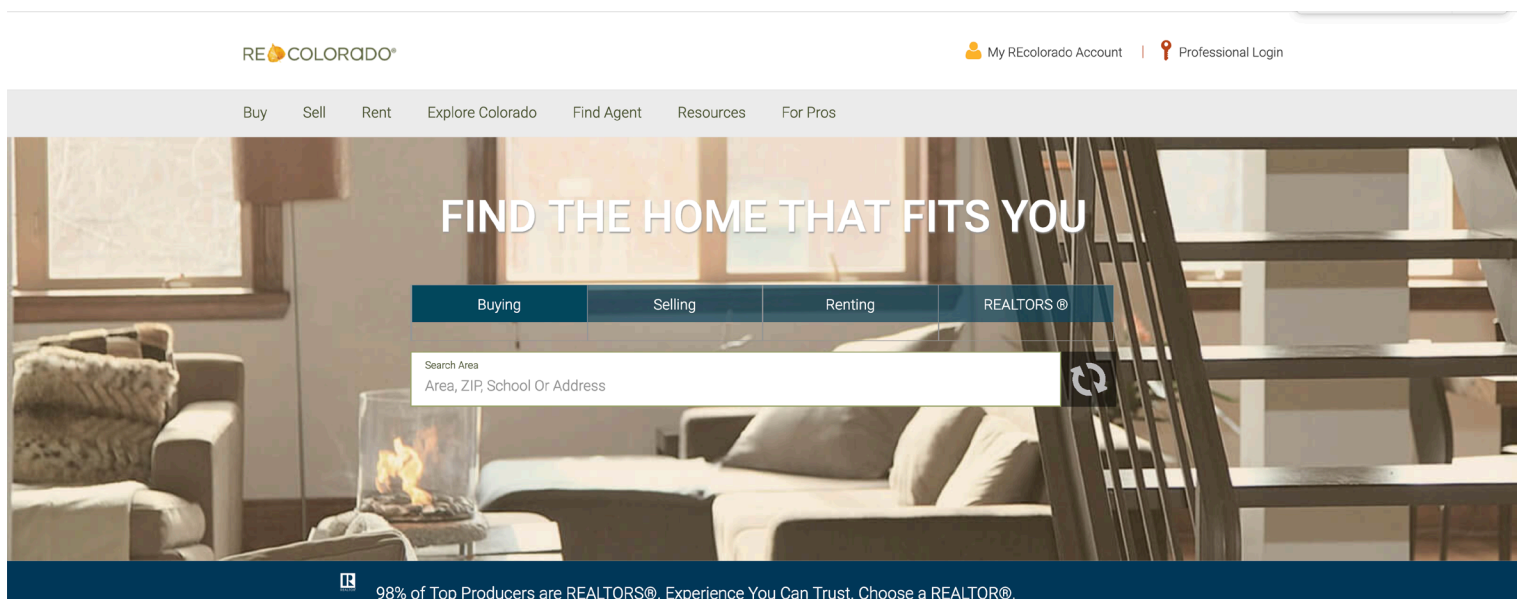
"We've had the privilege of working with Kathy on multiple occasions over the past 10 years. She is organized, personable, detailed-oriented, and just an overall wonderful person. We always felt she had our interest at heart!"







MAKE SURE YOUR PROPERTY IS LISTED WITH AN AGENT  
ADVERTISING YOUR HOME IN BOTH NORTHERN COLORADO AND THE  
DENVER METRO AREA FOR REALTORS AND THE PUBLIC!





### Buyers are fearful of 3 major items:

1. Paying too much for a home
2. Purchasing a home that has major defects, and
3. Missing a home that meets all their criteria

### A Successful Marketing Plan Addresses Buyer Fears and is Built Around:

1. Maximizing your potential sales price
2. Taking into consideration how buyers will find your home
3. Alleviating concerns of paying too much and purchasing a home with defects, and
4. Creating value for your home to entice a buyer to act quickly

I recommend following a definite process based on the above considerations when selling a home. Just as you would not go to work without taking a shower, getting dressed, and eating breakfast; I believe you should not forgo any essential steps in the home selling process ( Marketing Plan).

My Marketing Plan is designed to maximize perceived value for your home and will help insure you will receive the highest offer possible in the time frame you desire.



### Pre-Market Steps - Maximize Condition & Minimize Concern

1. Market review with up-to-date statistics relevant to your home sale.
2. Pricing consultation and net proceeds review.
3. Review and sign all listing contracts and disclosures; make a preliminary decision on pricing.
4. Obtain a key and decide on lockbox placement and showing parameters.
5. Schedule professional home measurement and professional photography to include aerial photography as applicable.
6. Schedule video walk-thru tour.
7. Virtual staging (if home is vacant) completed on 1-4 rooms. Light staging in kitchen & master bath
8. Finalize pricing
9. "Coming Soon" post internally on The Group's daily message board
10. Maximize showings by positioning day of week going "live" and day to start showings.

### On the Market - Maximize Exposure to Buyers & Demonstrate the Home's Value

1. Home is advertised on Tuesday morning tour sheet for all 200+ Group agents. Agent office tour is held on Wednesday mornings from 9-12.
2. Sign and lockbox are installed the same day the home is put on the local MLS system
3. Counter packets with disclosures, preinspection, warranty information & contract writing instructions are prepared and available at the house.
4. Full color brochures and virtual tour are complete.
5. Home is uploaded to IRES & [www.ColoProperties.com](http://www.ColoProperties.com) (northern Colorado Realtor & public website as well as [www.REColorado.com](http://www.REColorado.com) (metro Denver Realtor & public website). Uploads continue to all IDX sites such as Zillow, Trulia, Prudential, ReMax, etc.
6. Individual website for home becomes available.
7. Email blast to all agents in database (1600+) & personal calls to agents showing in the price range and area.
8. "Reverse Prospecting" with REColorado allows us to contact agents in the Denver metro area who have clients searching for properties that match your home's parameters.
9. Schedule open houses as applicable; properties are advertised as "open" both on-line and in print.
10. Local Facebook advertising of home in surrounding areas.
11. Schedule Homes & Land advertising (internet component)
12. "Just Listed" postcards to potential move-up neighborhoods dependent on home and to client sphere.
13. Reserve "Hot Property" ad in the Coloradoan or other paper as applicable.
14. Weekly email blasts as well as periodic Facebook boost marketing

### Showing to Closing—Manage the Transaction for a Smooth Selling Experience

1. Feedback discussions as received—correct anything noted as a negative if possible.
2. Home placement in the market discussed as other homes enter the market, receive contracts and close.
3. Review of all offers received. Negotiate contract agreement, inspection objections and appraisal issues.
4. Provide a list of Contract Dates & Deadlines once under contract so you can easily follow the contract steps.
5. Provide assistance to Realtors, lenders, inspectors, appraisers & title company involved in the transaction.
6. Contact appraiser to make sure they have all pertinent information on the home's value.
7. Review settlement statement and closing documents.
8. Attend closing.
9. Follow-up after closing and provide you with the opportunity to evaluate my service

### First Impressions

Most buyers form their first impression of your home before they even get out of their cars. This is “curb appeal”, or the view from the curb that tells the buyer how attractive and well maintained your home is compared to other homes. In a competitive market, it takes more than trimming the hedges and planting a few flowers to create curb appeal.

The exterior of your home must be in pristine condition - freshly painted, cleared of clutter, with no visible repairs needed. A broken step, overgrown bush, or abandoned toys in the yard can spoil the appearance and your buyer's first impression.

### Curb Appeal

Curb appeal is important because it sets the tone for what the buyer is going to see inside. If the buyer likes the exterior, he or she will be predisposed to also like the interior and you're that much closer to selling your home. To see what needs to be done to sell your home faster and for a higher price, go outside, stand on the curb and try to look at your home the way the buyer will.

Walkways/driveways - Make sure walkways are clear of snow, weeds, or debris. Repair or replace cracked steps or pavers. Driveways should also be clear of vehicles, toys and debris. Park cars in the garage.

Landscaping - Keep your lawn mowed, edged and watered. Prune dead branches and plants. Weed flower beds and replace leggy, thin landscaping with fresh plants and flowers.

Exterior - Replace loose or damaged roof shingles, clean the gutters, and paint and caulk window trim and doors. Repaint the front door an eye-catching color that complements the rest of the exterior. Replace broken windows.

Entry - Power wash siding, brick, windows, and porches. Paint or replace furniture such as rocking chairs or porch swings. Replace mailboxes, light fixtures, door knobs or any other fixture that looks less than fresh. Put out a welcoming new door mat.

Some parts of your home may require more work than others, but it's well worth it to get buyers eager to see what's inside.





TBD

**\$153,851.00**

Estimated Net Seller Proceeds

**CRITERIA**

State	Colorado
County	Larimer
Sales Price	\$500,000.00
Estimated Closing Date	04/30/2021
Annual Taxes	\$4,200.00
Is this a HUD Owned Property?	No
Property Purchased?	Not within 5 years
Closing Fee to be paid by	Split 50/50
Buyer Commission %	3.00
Seller Commission %	3.00

This is Only an Estimate of Sellers' closing costs and is not a guaranteed quote. Actual costs and expenses may vary, depending on multiple factors. Please contact us for more information.

**DETAILS**

<b>Title &amp; Closing Costs</b>	<b>\$1,780.00</b>
Title Services Fee	\$130.00
Owner's Title Insurance Premium	\$1,560.00
Payoff Processing Fee	\$90.00
Total Title & Closing Costs	\$1,780.00
<b>Taxes</b>	<b>\$3,469.00</b>
Prorated Taxes Due - thru est. Close Date	\$1,369.00
Prior Year Taxes Due	\$2,100.00
Total Taxes Due	\$3,469.00
<b>Selling Costs</b>	<b>\$340,900.00</b>
Real Estate Commission - Buyer	\$15,000.00
Real Estate Commission - Seller	\$15,000.00
Other/Flat Commission (\$)	\$0.00
First Loan Balance	\$285,000.00
Second Loan Balance	\$25,000.00
VA/FHA fees or Seller's concessions	\$0.00
Home Warranty	\$0.00
HOA Fees	\$300.00
Water Escrow	\$600.00
Other Loans or Liens	\$0.00
Other Fees / Credit	\$0.00
Other Fees / Credit	\$0.00
Total Selling Costs	\$340,900.00
<b>Estimated Net Seller Proceeds</b>	<b>\$153,851.00</b>

This is just a sample to bring to your attention what type of fees would be included in your selling expenses. I can create an estimate based on your property and estimated sale date at your request!

KATHY BECK, BROKER ASSOCIATE | PARTNER



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