





# Pre-Market Steps - Maximize Condition & Minimize Concern

1. Order ownership and encumbrance records to ensure there are no issues with conveying clear title
2. Initial consultation covering the different ways brokers can work in Colorado including how they are paid and a review of all documents required by the State of Colorado for seller representation
3. Prior to any confidential information being disclosed, you will make the decision if you want to hire me; an agent who will work for you with the utmost good faith, loyalty and fidelity
4. Market review with up-to-date statistics relevant to your home sale
5. Discuss any Off-Record Title matters of which you might be aware
6. Discuss inclusions, exclusions and property features such as age of furnace, recent service visits, etc
7. Walk-thru home to determine any pre-market corrections and improvements with the goal to improve your net proceeds
8. Pricing consultation to determine a list price range and net proceeds review including discussion of listing and selling agent fee structures and decision on buyer broker commission to be offered
9. Discuss title company options
10. Review and sign all listing documents and disclosures keeping in mind that pricing can be amended prior to going "live" as the market changes
11. Obtain a key and install lockbox as needed prior to listing going live
12. Discuss presentation of home to the market and potential off-market sale possibilities
13. Post home on Group's internal message board to give advance notice of upcoming listing
14. Schedule professional home measurement to confirm pricing was based on correct square footage and to use in marketing
15. Schedule professional photos to include aerial photography as applicable
16. Schedule video walkthrough of property
17. Review pricing if necessary prior to adding the property to the MLS



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

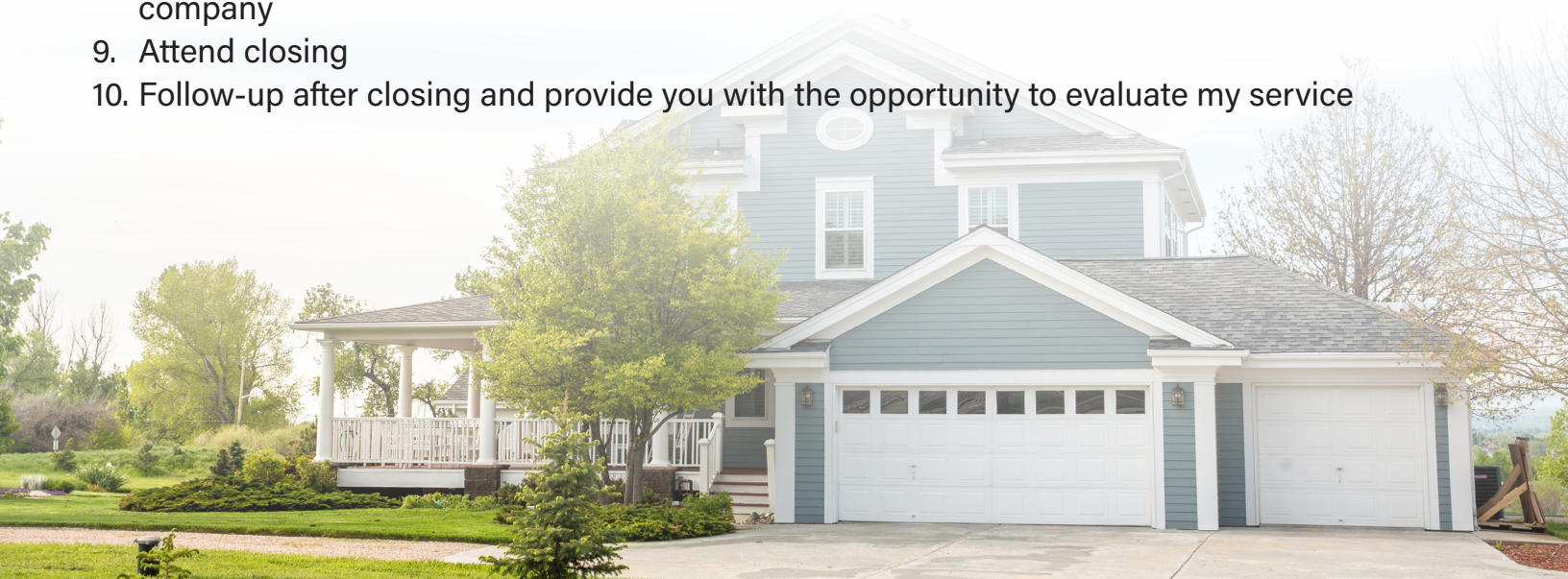
1. Home is advertised on our Tuesday morning tour sheet for all 200+ Group agents
2. Host Wednesday morning Group tour for agents as applicable (9am-Noon)
3. Review tour feedback and determine if any corrections are necessary for best presentation
4. Go "LIVE" - Home is uploaded to IRES and www.ColoProperties for northern Colorado realtors and buyers
5. Home is uploaded to REColorado and www.REColorado for metro area realtors and buyers
6. Be available for any realtor calls/questions, potential buyer calls and showing requests in a timely manner
7. Individual website for property is created
8. Social media links for Facebook and Instagram are created
9. Local Facebook "boosted advertising" for new listing to reach a large audience
10. Email blast of new listing to all agents in my database (2200+)
11. Schedule open houses as applicable (vacant homes only due to security concerns)
12. Just listed postcards to client sphere as well as potential move-up neighborhoods as applicable
13. Weekly calls/emails to agents showing in home's price range and area
14. Reverse Prospecting available with REColorado allows me to contact agents in the metro area who have clients searching for property that matches your home's criteria
15. Feedback discussions as received – correct anything noted as a negative if under our control
16. Weekly market updates to review activity as new homes enter the market, other homes receive contracts and close to be sure we're positioned correctly
17. Periodic email blasts of property to my realtor sphere
18. Periodic "boosted" Facebook posts to reach a larger audience





# Showings & Under Contract to Closing – Manage the Transaction for a Smooth Selling Experience

1. Review any offers received and help with negotiating the following including discussion of pros and cons based on my experience:
  - Title deadlines
  - Survey deadlines
  - Inspection deadlines
  - Property Insurance deadlines
  - Appraisal deadlines
  - Loan terms and loan availability deadlines
  - Other contingency deadlines
  - Closing date & possession date
  - Post-closing Lease if applicable
2. With any offer received review the lender qualifications of the buyer or proof of funds for a cash offer
3. Submit accepted offer to title company and the Group's escrow office
4. Provide a list of contract deadlines so you have an outline of how we proceed thru the escrow phase and what your responsibilities are
5. Provide assistance to inspectors, appraisers and lenders throughout the escrow process
6. Contact appraiser to be sure they have all appropriate information regarding multiple offer scenarios if there were any, properties we used for comparison when listing and any special features or pricing considerations we feel impact agreed upon purchase price
7. Order home warranty for buyer (paid for by Kathy Beck)
8. Review settlement statement for Seller and closing documents provided by the title company
9. Attend closing
10. Follow-up after closing and provide you with the opportunity to evaluate my service



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**TheGroup**