

# Seller's Resource Guide





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# SELL YOUR HOME WITH CONFIDENCE

Addison and Maxwell provides exceptional service to you by balancing old school professionalism with a friendly, truly personal approach – with us, selling real estate doesn't have to be so stressful. We are singularly focused on helping you achieve your real estate goals and getting you closer to your life's vision. You deserve to have transparency and ease throughout the selling process, and we're here to give it to you.

**TAKE ADVANTAGE OF OUR EXPERIENCE.** Addison and Maxwell has over 115 years of combined experience when it comes to real estate and you can trust that our experience will provide you with the best experience. But more importantly, you're more than just a sale to us.

Bottom-line, you need to sell your home, but all of the information and decisions required in the real estate process makes you feel overwhelmed. That's why using a trusted real estate agent as your guide is the key to success. Not only will you have peace of mind knowing we understand contracts extensively, expertly coordinate the transactional team, and can negotiate with ease, but you'll also feel relieved to have a realtor that you can actually trust to navigate the process with you. With us, you'll never have to accept a less than ideal offer.

## Simplify the Complicated

We don't take the transactional approach to sales churning through transactions as quickly as possible so we can move on to the next. You deserve more from the professional you decide to work with, so we dedicate ourselves to making sure you get the most out of your experience with us. Here's how:

1

**Sign the listing agreement.** Begin working with one of our award-winning agents by signing the listing agreement.

2

**Get an offer.** Sit back and relax while we do the work to market your real estate, find a buyer, and negotiate the sale of your home.

3

**Achieve your goals.** At the end of all of this, you'll feel confident that you made the right decision when your home is sold and your next adventure waits.

“*They really care about their clients and always have your best interests in mind.*”

# ADDISON & MAXWELL IN NUMBERS



Nearly

**Half a Billion**

Total Sales Volume Since Inception



**92%**

of our Clients  
Come to us by  
Referral and  
Repeat Business



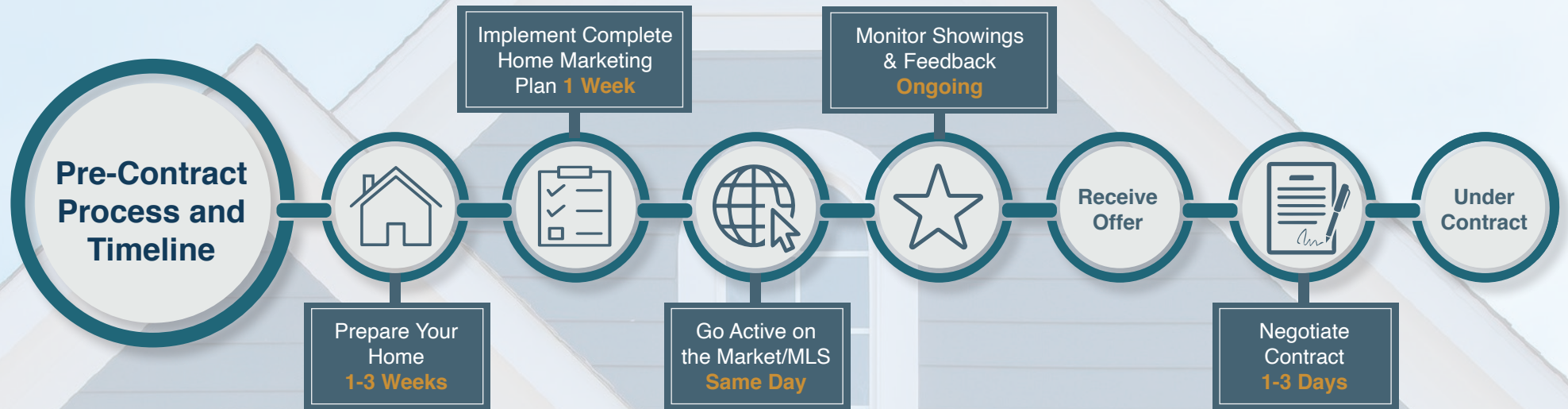
Nearly

**Two Centuries**

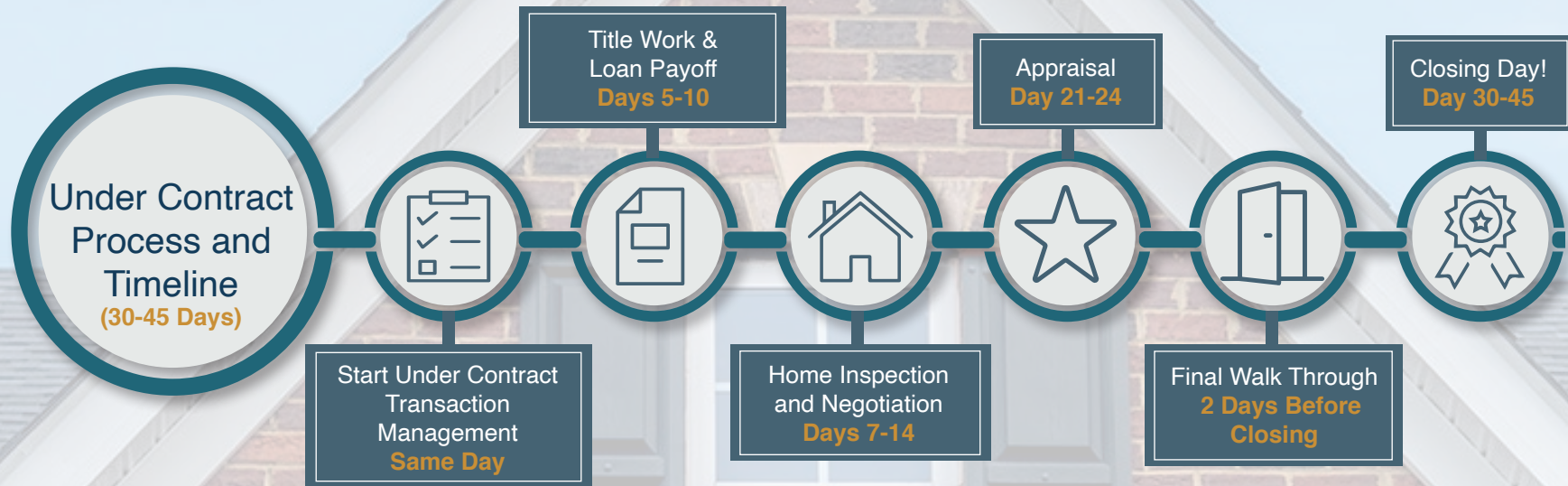
of Combined Experience Under our Belts



# YOUR SELLING PROCESS TIMELINE



# YOUR SELLING PROCESS TIMELINE



# COMPLETE HOME MARKETING **PLAN**





# OUR COMPLETE MARKETING PLAN

Selling your home is a big decision and you don't want to make a mistake – especially when it comes to one of the largest financial transactions that you'll likely ever make.

That's why we have a focused and complete Home Marketing Plan for you. The Home Marketing Plan is your resource to understand the Addison and Maxwell selling process. After reading this, you'll rest assured knowing that you're in good hands. Our goal is to help you maximize the value of your home and make the transaction as smooth as possible, and we do that through our 7-step plan.

## OUR COMPLETE HOME MARKETING PLAN IN 7 SIMPLE STEPS



Market  
Evaluation



Property  
Enhancement



Marketing the  
Property



Negotiation



Transaction  
Management



Clear & Open  
Communication



Client  
Appreciation





## Market Evaluation

One of the most challenging parts of selling your home is knowing how to properly price it. With us, you won't have to worry about making that tough decision alone.

Our first step to selling your real estate is an in-depth market analysis to make an informed decision when it comes to pricing your home.

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1

First, we will have you walk us through your property so that we can thoroughly inspect and assess your property location, style, and condition.

2

Next, we'll conduct a Fair Market Evaluation of your property and present the optimal pricing strategy for your home.

3

We will also provide you with an estimate of expenses and costs showing the projected net proceeds you will receive once your home sale is complete.





## Property Enhancement

Often, there are low-cost, high-impact enhancements that you can do to make your home sell quicker and for more money. Many sellers don't have unlimited amounts of time and money, so we take time to walk through your home with you and help you prioritize any changes you may want to make. We are happy to provide you with a list of the most reliable and dependable home improvement workers, including property stagers, in our area to make this process as easy as possible.

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Our goal is to help you put forth minimal effort for maximum benefit. Take a look at the checklist on the next pages of simple things that can be done to help make your property more attractive to buyers.





# Property Enhancement

## HOME ENHANCEMENT CHECKLIST

You've decided to sell your home!

When selling, it's important to look at your home from a different perspective...the buyer's perspective.

The Home Enhancement Checklist provides you with insight and direction on how to get the most money and quickest sale for your home by making minor changes and repairs.



### **TIDY UP!**

When a home appears cluttered, buyers can't "see" the home or its potential. By storing items you don't need or use, your home will feel more inviting to potential buyers. When selling a home, less is more!

### **CLEAN UP!**

A clean home gives the impression that it has been well cared for. Strive to make your home visually and aromatically appealing. Remember: Paint in the can is worth \$20, but it's worth \$1,000 on the wall!

### **PATCH UP!**

Minor repairs often become major stumbling blocks for potential buyers. Take away those distractions by fixing minor issues before they become major.

### **THE FINISHING TOUCH!**

The little "extras" make a home feel special. Remember, your home is competing with others in your neighborhood. Make your home stand out!

# Checklist

## THE EXTERIOR

### TIDY UP!

- Mow the lawn and trim trees and shrubs away from the house
- Rake leaves, pull weeds and dispose of dead plants, flowers, and shrubs
- Store tools and other equipment neatly in the garage

### CLEAN UP!

- Wash windows, inside and out
- Sweep all sidewalks and driveways

### PATCH UP!

- Repair doors and windows
- Repair major cracks in sidewalks and/or driveways
- Repair roof shingles, shutters, gutters, windows, siding, and fencing
- Clean up the front/back yards with new sod, plants, flowers, and mulch if needed

### THE FINISHING TOUCH!

- Add a doormat at the entrance
- Add a potted or hanging plant
- Add new house numbers

## THE KITCHEN

### TIDY UP!

- Clear extra gadgets from all kitchen countertops
- Remove all messages and magnets from the refrigerator
- Clear away any papers, mail, or newspaper that may have accumulated on countertops
- Clear sink, stove, and countertops of all dishes, pots and pans

### CLEAN UP!

- Wipe down cabinets & polish sinks
- Clean all appliances, inside and out
- Wash kitchen floors
- Air out garbage area with a deodorizer and/or freshener

### PATCH UP!

- Repair any faucet/sink leaks
- Repair any broken appliances
- Repair any non-working kitchen cabinets and drawers
- Patch and paint walls and ceilings, if necessary

### THE FINISHING TOUCH!

- Add a new throw rug
- Add a plant

# Checklist

## THE BATHROOMS

### TIDY UP!

- Remove any unnecessary items from the countertops
- Organize linen closets, medicine cabinets, etc.

### CLEAN UP!

- Clean sinks, toilets, bathtubs, and showers, and make sure they are mold-free
- Polish mirrors and bathroom fixtures
- Wash bathroom floor

### PATCH UP!

- Repair any faucet, sink and/or toilet leaks
- Caulk and grout tile, if necessary
- Patch and paint walls and ceilings, if necessary

### THE FINISHING TOUCH!

- Add a scented candle
- Add coordinated towels and accessories
- Add a new shower curtain

## THE LIVING AREAS

### TIDY UP!

- Remove piles of papers and magazines from tables
- Rearrange furniture; discard worn furniture, and store "extra" pieces
- Straighten bookshelves

### CLEAN UP!

- Clean and deodorize all carpet, spot clean where necessary; wash all floors
- Polish all furniture
- Wipe down lighting fixtures, making sure all light bulbs are working
- Wash window treatments
- Clean fireplace, if applicable

### PATCH UP!

- Patch and paint walls and ceilings, if necessary

### THE FINISHING TOUCH!

- Display linens on table
- Add fresh flowers, potpourri, or a scented candle
- Rearrange pictures to highlight specific areas
- Add lamps if room is dark

# Checklist

## THE BEDROOMS

### TIDY UP!

- Straighten children's play area and store extra toys
- Remove extra furniture and rearrange to define areas
- Make closets more appealing by storing seasonal clothes elsewhere
- Be sure all clothes are hanging up and not lying around the room

### CLEAN UP!

- Clean and deodorize all carpet, spot cleaning where necessary
- Wash window treatments
- Wipe down lighting fixtures, making sure all light bulbs are working

### PATCH UP!

- Patch and paint walls and ceilings, if necessary

### THE FINISHING TOUCH!

- Add decorative pillows to beds
- Add a plant

## THE BASEMENT & GARAGE

### TIDY UP!

- Organize all areas: laundry area, family area, workshop, garden equipment, etc.
- Box up and store or dispose of any unnecessary items

### CLEAN UP!

- Sweep and clean floors
- Remove cobwebs from walls, window sills, and ceilings
- Wash windows, inside and out

### PATCH UP!

- Furnace, A/C, and hot water heater are in working order

## HERE COMES A BUYER!

### EXTERIOR

- Pick up after pets
- Pick up lawn tools, toys, etc. lying around the yard
- Clear driveways and walk areas

### PATCH UP!

- Open curtains for daytime showings and close curtains for nighttime showings
- Open windows to "freshen up" your home
- Do a quick tidy up
- Play instrumental music
- Burn a candle in the kitchen and in the living room



## Marketing the Property

Do you want to feel overjoyed with the offers that you receive? Then we've got to market your property and get it in front of as many of the best potential buyers as possible. When it comes to the marketing, your job is to sit back and let us do the work. We will be your megaphone to the marketplace, and will promote your property to buyers within our extensive database and social media outlets.

### WE'LL PROMOTE YOUR HOME WITH...

- Professional Photography
- Professional Staging
- Virtual Tours
- Outline of Neighborhood Features and Schools
- Brochures or Flyers

### SHOWINGS MADE EASY

One of the most inconvenient things about selling your home is coordinating and preparing for showings. We understand that and we do our best to make sure it is as hassle-free as possible. We use a professional showing management tool. It is an online centralized showing service that allows agents to:

- Easily schedule showings and get the Seller's approval for showings.
- Set requirements for showings to accommodate any special requests from Sellers (i.e. showing windows, pets, advance notice time to show, remove shoes, etc.).
- Get good feedback from buyers.
- Have a detailed log of who showed the property, what day, and when.

- \* We prepare and submit accurate information to the Multiple Listing Service (MLS). Plus, your listing will also be placed on many other valuable sites like: Realtor.com, REColorado.com, Zillow, Redfin, Trulia, and tens of thousands of other websites for real estate brokerages and individual agents.







## Negotiation

Why settle for a low-ball offer when you can get the price you deserve?

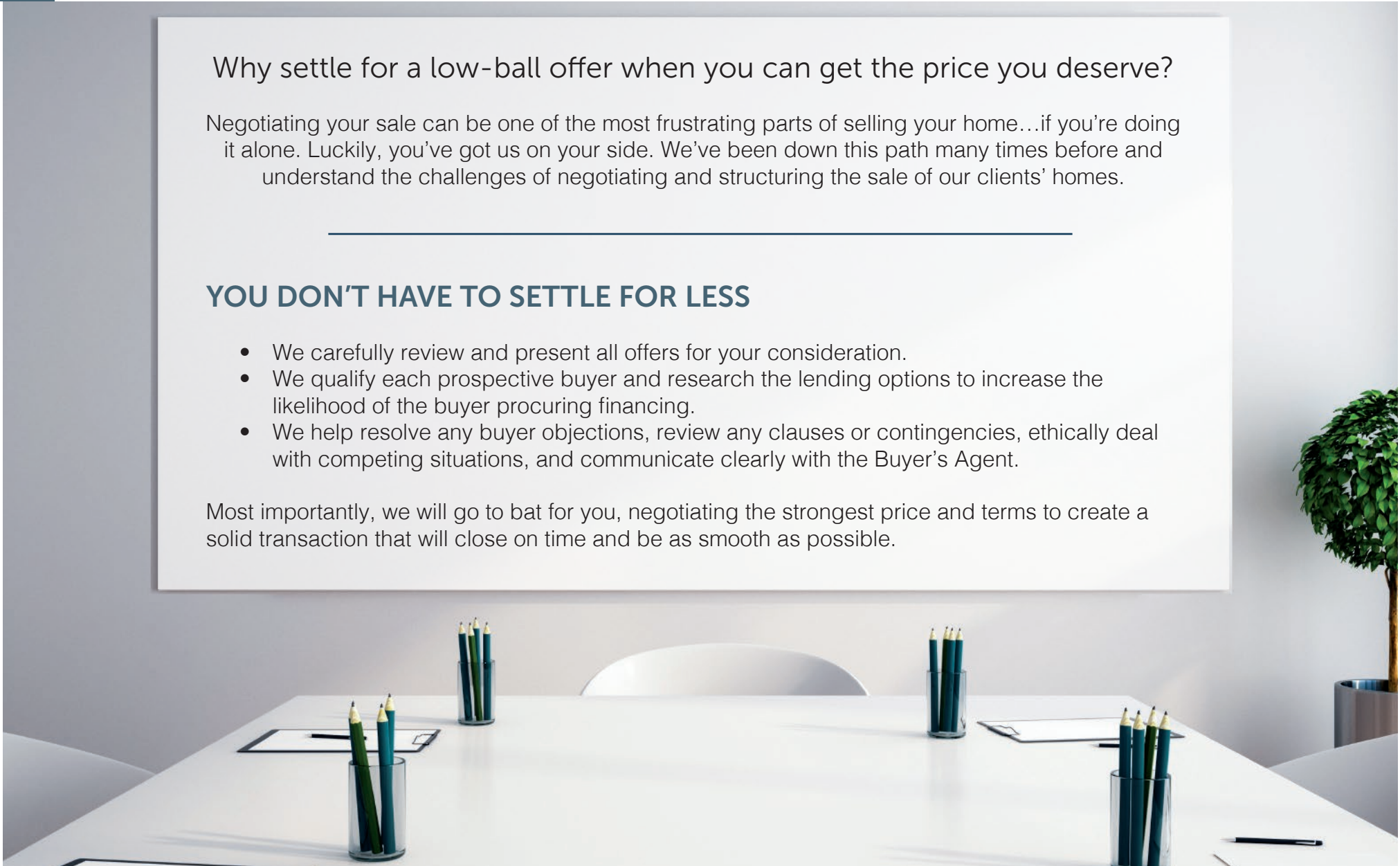
Negotiating your sale can be one of the most frustrating parts of selling your home...if you're doing it alone. Luckily, you've got us on your side. We've been down this path many times before and understand the challenges of negotiating and structuring the sale of our clients' homes.

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### YOU DON'T HAVE TO SETTLE FOR LESS

- We carefully review and present all offers for your consideration.
- We qualify each prospective buyer and research the lending options to increase the likelihood of the buyer procuring financing.
- We help resolve any buyer objections, review any clauses or contingencies, ethically deal with competing situations, and communicate clearly with the Buyer's Agent.

Most importantly, we will go to bat for you, negotiating the strongest price and terms to create a solid transaction that will close on time and be as smooth as possible.





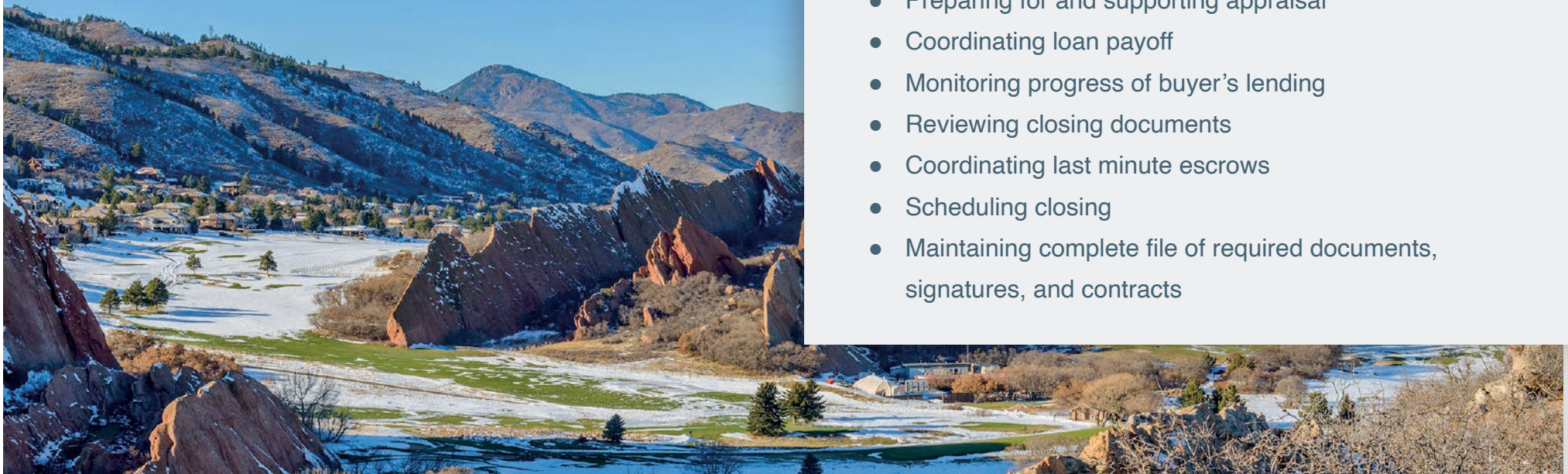
# Transaction Management

Finding the buyer for your home and structuring the sale is only a part of getting your home sold. Working with us means that you don't have to do the mounds of paperwork associated with selling your home.

It's our job to stay on top of all other important matters to be sure that your real estate transaction closes on time and is as hassle-free as possible. We manage all of the details — inspections, title work, association documents, closing statements, etc.—making sure that they're done professionally and promptly to ensure you get to the closing table.

Stop worrying if the transaction is going to go smoothly. We've got you covered by

- Creating calendar of dates and deadlines
- Reviewing title, cleaning up and clarifying, if needed
- Providing HOA docs
- Advising regarding inspection preparation
- Receiving/reviewing inspection and analyzing alternatives
- Obtaining inspection related quotes and supplemental info
- Negotiating inspection and seeking resolution
- Preparing for and supporting appraisal
- Coordinating loan payoff
- Monitoring progress of buyer's lending
- Reviewing closing documents
- Coordinating last minute escrows
- Scheduling closing
- Maintaining complete file of required documents, signatures, and contracts





## Clear and Open Communication

Gain transparency throughout the selling process.

We love what we do is because we get to make our clients' lives easier. The real estate process is complicated, nerve-wracking, and stressful. It's natural to feel confused throughout it all and have a lot of questions. We know that the more transparency you have, the better you'll feel. At Addison and Maxwell, you can trust that we will be open, honest, and transparent with you – the whole time.



## Client Appreciation

We appreciate you and value our relationship.

Addison and Maxwell has helped more than a thousand happy homeowners buy and sell homes in Colorado. We have hundreds of happy clients and counting—and we want to show our appreciation to each and every one by being of service to them before, during, and after each transaction. We are here to help with anything you need whether you have a transaction in the works or not...Yes, you read that right! We are always just a phone call away for service provider references, real estate knowledge, or any other real estate needs.





# ADDITIONAL RESOURCES



# UNDERSTANDING AGENCY TERMS

## LISTING AGENT

A seller's agent (or listing agent) works solely on behalf of the seller to promote the interests of the seller with the utmost good faith, loyalty, and fidelity. The agent negotiates on behalf of and acts as an advocate for the seller. The seller's agent must disclose to potential buyers all adverse material facts actually known by the seller's agent about the property. A separate written listing agreement is required which sets forth the duties and obligations of the broker and seller.

## BUYER'S AGENT

A buyer's agent works solely on behalf of the buyer to promote the interests of the buyer with the utmost good faith, loyalty and fidelity. The agent negotiates on behalf of and acts as an advocate for the buyer. The buyer's agent must disclose to potential sellers all adverse material facts actually known by the buyer's agent including the buyer's financial ability to perform the terms of the transaction and, if a residential property, whether the buyer intends to occupy the property. A separate written buyer agency agreement is required which sets forth the duties and obligations of the broker and buyer.

## TRANSACTION BROKER

A transaction broker assists the buyer or seller, or both, throughout a real estate transaction by performing terms of any written or oral agreement, fully informing the parties, presenting all offers, and assisting the parties with any contracts—including the closing of the transaction without being an agent or advocate for any of the parties. A transaction broker must use reasonable skill and care in the performance of any oral or written agreement, and must make the same disclosures as agents about all adverse material facts actually known by the transaction broker concerning a property or a buyer's financial ability to perform the terms of a transaction and, if a residential property, whether the buyer intends to occupy the property. No written agreement is required.

## CUSTOMER

A Customer is a party to a real estate transaction with whom the broker has no brokerage relationship because such a party has not engaged or employed the broker, either as the party's agent or as the party's transaction broker.

## CONVENTIONAL FINANCING

Conventional financing is a mortgage that is not guaranteed or insured by any government agency, including the Federal Housing Administration (FHA), the Farmers Home Administration (FMHA), and the Department of Veterans Affairs (VA). It is typically fixed in its terms and rate.

## PRE-APPROVAL LETTER

Before a buyer starts looking for a home, they should get a pre-approval letter from the bank, which is an estimate of how much they'll lend them. This letter will help the buyer determine what they can afford and ensures home sellers that the buyers will be able to get a loan when needed.

## CONTINGENCIES

When you put in an offer on a home, you can specify certain conditions that must be met before the deal will go through – these are called contingencies. You have to make sure you can actually get the loan (a financing contingency), that the inspection doesn't show anything too crazy (inspection contingency), and that the appraised value is close to what you're offering to pay (appraisal contingency). Those are just a few common examples; there are several other types of contingencies, which you should discuss with your agent.

# UNDERSTANDING AGENCY TERMS

## EXCLUSIONS

Anything that the seller may want to exclude from the sale of the home that would otherwise, or may be assumed to be, part of the sale or not listed inclusions.

## INCLUSIONS

To “sweeten the deal” the seller, can include anything from the washing machine to the above-ground swimming pool. Such additions to a contract would be considered “inclusions.”

## TITLE INSURANCE

After all the negotiations are done and the seller has accepted your offer, you should receive a home title report within a week. Most mortgage lenders require you to pay title insurance as part of the closing costs; title insurers search the public records to make sure the home seller actually had rights to the title and that there are no liens on the home (like an unpaid contractor or unpaid taxes).

## BACK-UP OFFER

In the intense world of offers and price negotiations, sometimes a home seller may have multiple offers. A “back-up” offer is when you have a second offer as back-up in case your first offer happens to fall through for some reason.

## CAPITAL GAIN

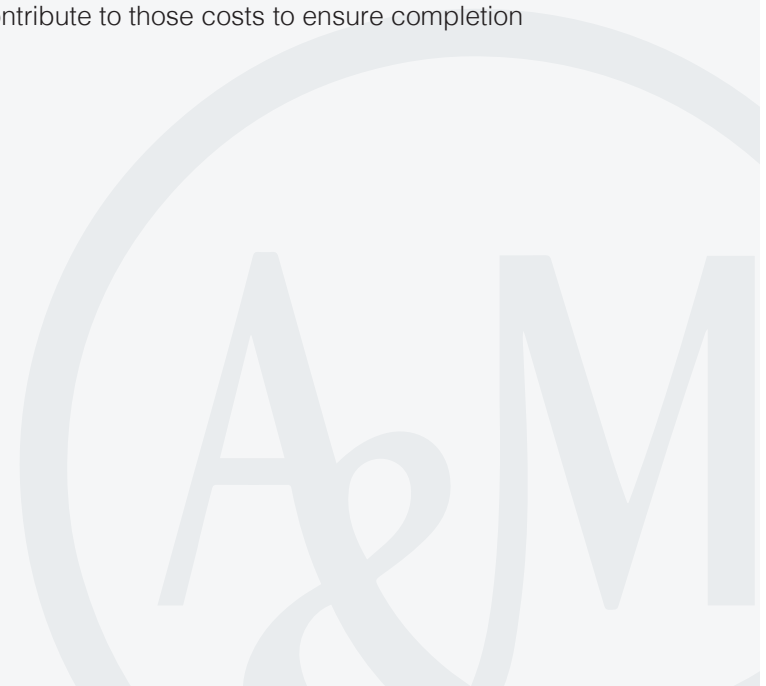
If you have a high “capital gain,” you can celebrate; it means you’ve received a certain percentage of “profit” from the sale of your home because the sale was above the initial purchase price plus any fees.

## WALK-THROUGH

Your buyer may want to do a final tour of the property just to check for any defects or problems that were missed in an initial showing.

## CLOSING COSTS

Pay close attention to “closing costs” because those are the expenses beyond that of the actual price of the home. They can include agent fees, taxes and other expenditures. Both the buyer and seller can contribute to those costs to ensure completion of sale.







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