

SELLER'S GUIDE

YOUR ROADMAP TO SELLING REAL ESTATE IN COLORADO SPRINGS



*Achieving Your Real Estate Goals Through a
Lifetime of Local Expertise*



Steffanie Betts-Roberts
Bruce Betts

The Betts Team
In Partnership With
The Treasure Davis Team



MARKETING PLAN

OUR GOAL IS TO EXCEED YOUR EXPECTATIONS

- We will pay for a professional, experienced, **real estate photographer** who knows how to show your home in the best light.
- Pricing based on **Supply and Demand**, not just sold comps.
- Custom **Marketing Presentation** prepared with your input.
- **Special Photo Sequence** shows desirable features early to get and keep viewer's attention.
- **Property Descriptions** and **Photo Captions** on every photo will help to attract potential buyers and brokers.
- Promoted in the **Pikes Peak MLS system** as well as Google, Zillow, and Social Media, Realtor.com, and other powerful eXp **advertising** outlets.
- Showing requests permitted on on the **schedule that you choose**, including your choice of personal call, text, or email to confirm appointments.
- **Exclusive showing appointments** limited to 1 realtor and 2 adults, no overlapping showings.
- Electronic Lockbox provides **detailed access logs**, so that you know who is in your home, and when.
- Once received, feedback and offers will be **sent to you immediately**.
- We do our due diligence with a potential buyer to determine the **likelihood of a successful closing**.
- Weekly updates once under contract, plus, we are available to you by phone/text/email **7 days/week**.
- Assistance in **preparing for and navigating through home inspections**.
- We will **personally meet the appraiser** and provide comps to justify our contract price.
- Final walk-through pre-closing **to fit your schedule**.
- Closing time and place to **fit your schedule**, including the option to pre-sign **the day before** the buyer signs their documents.
- Closing Day! **You get all of your equity!**

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SELLING YOUR HOME

LISTING AND NEGOTIATING OFFERS

- We will review and sign the listing agreement and other required disclosures using forms approved by the State of Colorado.
 - If necessary, pre-sale inspections will be ordered at your request.
 - You will complete and sign all necessary disclosures.
 - We welcome your input when adding captions to photos and descriptions in the listing presentation.
 - We will establish a schedule for showings that is based on your preferences.
 - The rest of the Marketing Plan will be implemented and showings will begin.
 - While the listing is active, we keep you informed of the current market supply and demand, competition in your neighborhood, and comparable properties that have recently sold.
 - You will be informed of comments and feedback from showing agents as soon as we receive them.
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- As offers come in, we will present them to you in a timely and professional manner. Occasionally, more than one offer is received. If this happens, we will put together a spreadsheet highlighting the terms of each offer. This has proven to be the most efficient method of comparing offers.
 - We ask the buyers' agent to share the qualifications of their buyer, including a pre-approval letter from a reputable lender.
 - We go over every term in the contract with you so that you thoroughly understand what is being offered. We will also prepare a net sheet based on the offer price so that you know how much you will be walking away with.
 - If necessary, we create a counterproposal based on your input. Then, we present the counterproposal to the buyers' agent on your behalf and reach an agreement.

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THE TRANSACTION

CONTRACT TO CLOSE

- Once purchase contracts have been accepted by all parties you will be informed every step of the way.
- A title commitment will be ordered. The title company will order payoffs as needed for mortgage, HOA dues.
- Inspection Objection: After inspections the buyers will have the option to request repairs and/or financial adjustment.
- Inspection Resolution: We will help you negotiate a reasonable outcome, and refer contractors as needed.
- We personally meet the appraiser at the property for the appraisal. We take pride in the relationships we have built with other industry professionals, this is also a benefit to you.
- Final Walk-Through to be done by buyers just before closing to verify the property conforms to the contract, this will be done at a time that is convenient for you.
- 24-48 hours before closing we will review the settlement statement with you to make sure everything is correct
- Closing: All parties will meet at the closing table to sign documents and disperse funds.
- You will get your money before the Buyer gets the keys.
- Congratulations!

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IS THE PRICE RIGHT?

PRICING STRATEGY ADVISOR

Don't guess.
Work with a PSA.



When you're selling your house, you want to get the most from your investment. But determining the most accurate price for your home can be confusing.

That's why you need a REALTOR® who is a Pricing Strategy Advisor (PSA).

A PSA adds valuable perspective to your sale by taking the guesswork out of pricing. They can find your accurate price by strategically building a **thorough Comparative Market Analysis, or CMA.**

Gain the confidence that your house is presented - and sold - at the most accurate price.

I'm a PSA, and I can help you determine the right price for your home.



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A Message From Your REALTOR®

As a seasoned real estate agent with over a decade of experience in the industry, I have a proven track record of successfully selling homes in a variety of markets. My expertise in pricing, marketing, and negotiating has helped me to consistently achieve top dollar for my clients. I understand that selling a home can be a stressful and emotional process, and I pride myself on providing exceptional customer service and clear communication throughout the transaction. My goal is to make the selling process as smooth and stress-free as possible, while ensuring that your needs are met every step of the way. Whether you are a first-time seller or a seasoned investor, I am committed to achieving your real estate goals and exceeding your expectations.



My philosophy is simple: I achieve my goals by helping you achieve yours.

As a member of the Treasure Davis Team and the Elite 25, I pride myself on staying at the forefront of the industry to give you a competitive edge. Whether you are selling your first home, a luxury estate, or a quiet spot in the rural outskirts of the Springs, I am here to ensure you get the best price for your property with the least amount of stress.

I'm honored to be part of your journey.
Let's get to work!



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Who You Partner With Matters

YOUR JOURNEY, POWERED BY GENERATIONS OF EXPERTISE

When you work with me, you aren't just getting an agent—you are getting a multi-generational powerhouse of local knowledge. My background in title, closing, and marketing means I understand every moving part of the process, ensuring a smooth journey from “For Sale” to “Sold”

THE VALUE OF PARTNERSHIP

Selling a home is a collaborative process. I view our relationship as a true partnership built on transparency, strategy, and shared goals. My role is to be your advocate, your advisor, and your expert negotiator during the entire transaction.

I'm proud to be associated with The Treasure Davis Team, powered by eXp Realty, a leader in the real estate industry. Our core values are C.H.A.R.I.T.Y:

Client-Focused | Honesty | Accountability | Reputation | Innovative |
Teamwork | Yes-Minded

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WHAT OUR CLIENTS SAY

TESTIMONIALS



Bruce was amazing to work with. He listed our home for sale, and walked us through the entire process with class, honesty, and ease. He used a professional photographer and had amazing ideas on quality shots to highlight the features of our home. Marketing matters, and he covered it all. He was also willing to listen to my thoughts on the logistics and a few ideas without making me feel unheard. Before finding Bruce, we had gone with a flat rate realtor hoping to save some money on the commission, but a couple weeks into the process, we knew that our house would not sell for as much and the process was being rushed to accommodate the realtor and not us. After talking to Bruce, we realized he had our best interest in mind and had the knowledge and professionalism we were looking for. In the end, we sold our home for a significant amount higher than the other realtor even suggested or thought possible. And, for our busy lives, having a stress-free closing with Bruce made it even better. His communication through the entire process was perfect, we had absolutely no worries or stress during closing and he made everything about selling our home easy! We would use Bruce again and recommend him to friends and family in a heartbeat.

- Amy DAlessandro | Colorado Springs



Bruce and his team are experienced, honest, and have high integrity. They have been in the Colorado Springs market for many years. The paperwork and inspections processes were done quickly and professionally and they answered any questions I had about the buying process. As a first time homebuyer I felt confident in my choice of home thanks to their team. If you are looking for a team that will provide great service and work towards your best interests, they are it.

- Dan Champ | Colorado Springs



Bruce Betts has been our realtor for many years. During that time he has helped us buy or sell several properties. He has always been very professional and helpful through all of these transactions. He helped us through the process of buying our dream home and we love it! I would recommend him to anyone and know that they would be satisfied. He is a very hard worker and has high ethics. Thank you Bruce for all you do!

- Brent Fuqua | Colorado Springs



Bruce has been around the block! His expertise helps to smooth out the rough edges that surface during a Real Estate transaction. His way of keeping emotions in check proved to be most helpful in a high stress situation. Bruce's knowledge of the local market was a real time saver, very important in this current market.

- Sara Miers | Colorado Springs



I was selling my house in Peyton and went through another realtor for 8 long months. He could not even get an offer that was worth while and honestly was quite rude. So I contacted Bruce and he understood everything I needed and wanted and my house my sold very fast and by my terms! I couldn't of asked for a better experience selling a home when I came to him and I did all of this from New York through emails and phone calls. It was an absolute breeze and if I ever needed to use him again I would in a heartbeat! Very professional and absolutely knows his craft. Thank you so much Bruce!

- Kristina Kramarik | Colorado Springs

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IS THE PRICE RIGHT?

7 DEADLY SINS OF OVER-PRICING

Most experts would advise that the best way to increase your odds of a successful sale is to price your home at fair market value. But, as logical as this advice sounds, for many sellers it is still tempting to tack a few percentage points onto the price to “leave room to negotiate”. To avoid the temptation, let’s take a look at the seven deadly sins of overpricing:

1. Appraisal Problems

Even if you do find a buyer willing to pay an inflated price, the fact is over 90% of buyers use some kind of financing to pay for their home purchase. If your home won’t appraise for the purchase price the sale will likely fail.

2. No Showings

Today’s sophisticated home buyers are well educated about the real estate market. If your home is overpriced they won’t bother looking at it, let alone make you an offer.

3. Branding Problems

When a new listing hits the market, every agent quickly checks the property out to see if it’s a good fit for their clients. If your home is branded as “overpriced”, reigniting interest may take drastic measures.

4. Selling the Competition

Overpricing helps your competition. How? You make their lower prices seem like bargains. Nothing is worse than watching your neighbors put up a sold sign.

5. Stagnation

The longer your home sits on the market, the more likely it is to become stigmatized or stale. Have you ever seen a property that seems to be perpetually for sale? Do you ever wonder — what’s wrong with that house?

6. Tougher Negotiations

Buyers who do view your home may negotiate harder because the home has been on the market for a longer period of time and because it is overpriced compared to the competition.

7. Lost Opportunities

You will lose a percentage of buyers who are outside of your price point. These are buyers who are looking in the price range that the home will eventually sell for but don’t see the home because the price is above their pre-set budget.

Most buyers look at 10-15 homes before making a buying decision.

Because of this, setting a competitive price relative to the competition is an essential component to a successful marketing strategy.

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INDUSTRY RECOGNITION

ACCOLADES AND DESIGNATIONS



CLHMS
Certified Luxury Home
Marketing Specialist®



**GRADUATE,
REALTOR®
INSTITUTE**



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