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Step-by-Step Guide to Selling Your Home

Selling your home can be stressful, especially when you don't know what to expect. With the help of an experienced agent and this easy guide, you can smoothly navigate this process. Following a plan will help you prepare so you can sell your home for the best price and the least amount of stress.

- 1. Understand why you are selling:** *If you are selling because you must move for work or another situation, you might want to price your house more aggressively. If you want to upgrade and aren't in a hurry, you may want to price your home a little higher. Once you understand your needs, you can better craft your offer. Make sure you convey these needs to your real estate agent so they can adjust your selling price accordingly.*
- 2. Determine Selling Price:** *Knowing how to price your home is a very important part of the selling process. When you price is right in the beginning, you will attract more buyers and get more interest from other brokers in your area. Working with a good real estate broker is the best way to determine the right selling price for your home. Your agent will do a market analysis, evaluate the current market, and may even suggest a home appraisal.*
- 3. Start Preparations:** *Unless you keep your home in pristine showroom condition it is time to start getting ready to show your home to potential buyers. This includes getting organized, getting rid of clutter, and making your home less personal so potential buyers can start imagining their items in your space. You also want to make any minor repairs and doing a deep clean to make sure your house looks as good as it can!*
- 4. Develop a great marketing strategy:** *I will design a marketing strategy that is perfect for selling your home. This involves listing your home and then driving the right buyers to your home. This will include traditional methods as well as custom video presentations designed for social media, agent-to-agent referrals, open houses, and broker tours.*
- 5. Evaluate Offers:** *Receiving an offer is very exciting but it doesn't mean your journey of selling your home is over. I will evaluate each offer and determine how valuable the offer is. If the offer is cash, contingent on variables (like selling their home), if the buyer has been pre-approved, covering closing costs, etc. Counteroffers can also bridge the gap to*

making sure you get the most for your home.

6. **Accept an Offer:** *Once you have accepted an offer, we will review the proposed contract and make sure everything is in order. Components such as deposit amount, financing, inspection rights, appraisals, etc. are very important and can change your net proceeds. A final contract will be prepared for you so there is no surprises. Each state has different rules and contracts, and it is important that you understand Colorado Real Estate Contracts.*
7. **Getting Ready to Close:** *Although we use the State of Colorado Contract, each closing has different dates and stipulations. It is important to keep track of these dates and present any requested information from the buyers or Title Company and meet each deadline. I will help you navigate this process and make sure everything is ready to go. Start making plans to move and relocate and getting ready for your next adventure.*
8. **Closing:** *You reached the last step of the seller's process. When you close on your home, you are legally transferring ownership to the new buyer. It is your responsibility to cancel utilities, cable, trash, and any other services for your home that you are selling. In the contract you will be required to leave anything that was part of the home or that you checked in the contract as part of the transfer.*

Congratulations!



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