



mhm's  
guide to selling your home

// at milehimodern, we do not price homes,

we find  
the value.

# we believe

in connection first; every home has a soul-filled story to tell. Our purpose is to bring this story to light by discovering the artistic sizzle, the iconic value, the extraordinary architecture or simply the narrative of a beautiful life lived in each property.

Every home has a cool factor, and we help you find it.

# mission //

we curate the coolest homes in town

# vision //

we are the edge in the real estate industry  
where artistry defines living





Our associates are experts  
in assessing each home  
based on criteria that  
lend to distinction.

We are curators of real  
estate, finding the unique  
brushstrokes of every home.

---

Let milehimodern  
tell your story.

“Art is not what  
you see,  
but what you make  
others see.”

// edgar degas



At milehimodern,  
we curate the coolest  
homes in town.

We capture the beauty.  
We see the architecture.  
We find the unique edge.



Every home  
is a piece of art.

the  
milehimmodern  
way





# 10 elements of value

- the unique //
- the presentation //
- the quality //
- the story //
- the experience //
- the history //
- the edge //
- the icon //
- the emotion //
- the design //

# 001 theunique



With every home, our associates identify the aspects that create the highest value. We find the sex and sizzle, or we see the zen.

Every home has glory.

# 002 thepresentation



We present every home as a piece of art. We illustrate how to live beautifully. The simplest things hold meaning, like an elegantly placed light fixture.

Presentation is everything.

# 003 thequality



The finest materials enrich the experience of living. Our associates highlight the coolest architectural choices and the highest quality materials in every home.

What will last truly matters.

## 004 thestory



Fascinating ownership stories enrich a home's soul. How people experience living in a home and living in a neighborhood lend to a home's value. A trail just minutes from your door, a coffee shop where the owner knows your name, a small grocery store where the food is organic and fresh.

When we tell a great story, we see great results.

## 005 theexperience



Some spaces create an expanse of urban energy. Some spaces create a romantic embrace. We share the experiences that are created by these purposeful spaces in the home.

Size impacts value.

## 006 thehistory



Every home has clues to the past. The interesting narratives that share the home's history deepen our connection to a home.

We unearth a time capsule.

## 007 theedge



Captivating. Stops you in your tracks. A breathtaking garden, the warmth of an inviting dining room, the cool lines of a sleek modern kitchen. Our associates present homes to allow the buyer to feel the suspense and the extraordinary in every home.

We highlight the experiences.

## 008 theicon



Factoring scarcity into value is a sophisticated equation. One-of-kind. The modern landmark. The incredible detail in a custom-built home.

We create a gallery presentation for such masterpieces.

## 009 theemotion



Like a magnificent overture, a home's inherent emotion rises to meet you. The design. The materials. The motifs. We experience the emotions of the home and we magnify them.

We listen for the music.



# 010 thedesign



As visual artists, we view every home through today's worldview, seeing the impact of design trends. Because design and décor fade in and out of style, we guide our clients to present their homes in the most desirable ways. We are specialists who know how to navigate the unpredictable landscape of trends.

We capture the unique angles.



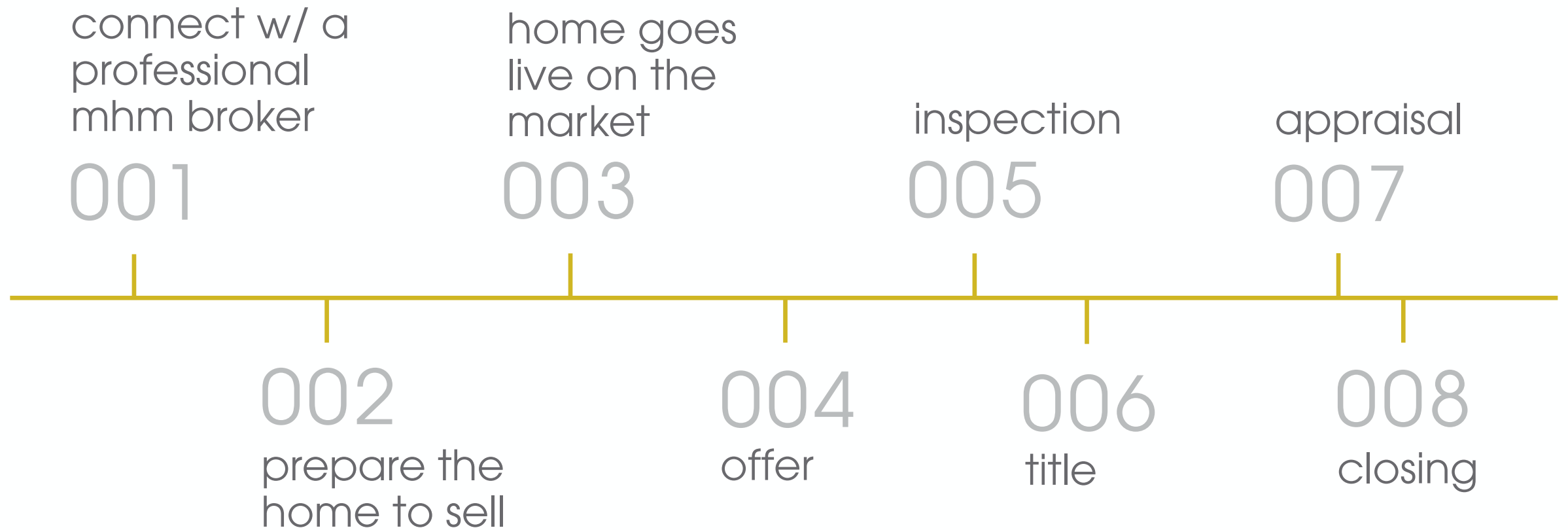
# local savvy



We are leading the market in Denver + Boulder.

We are connected in the community through our mhmraw publication.

We understand the nuances of local trends, lifestyles, developments + markets.



# steps to sell

# // the mhm lens

Our photography is curated to be visually engaging, artistic, minimalistic and unique.

We illuminate “the artistry of living” through lighting, design elements, artistic details and touches of humanism.

These artistic elements craft the beautiful story lived in your home.

Presentation of the home is key.







# // home presentation

Well-presented homes may have more showings, spend less time on the MLS and sell for higher value.

- 001 curate color palettes
- 002 impart pleasant scents
- 003 declutter + create space
- 004 find balance with furniture arrangements
- 005 repurpose rooms to add value
- 006 maximize warm/calm lighting
- 007 touch up paint
- 008 bring in life with plants or flowers

What buyers are saying about the impact of a

# stunning home presentation

according to a 2019 study from the National Association of REALTORS® Research Group.

It is easier to visualize as a future home

83%

They are more willing to tour a home after seeing it online

38%

There is a positive impact to home value if presented in buyer's taste

37%

They will overlook property faults

23%

Few say there's a negative impact to home value if it is presented outside of buyer's taste

7%

# // // mhm presentation of listings

**COMING SOON** // By placing your property as a “coming soon” listing in the MLS, your home is afforded an added 7 days of exposure to pique the interest of homebuyers and brokers alike. Additionally, this extra time allows us to prepare for supplemental marketing before your home is listed as “active.”

**STAGING PRESENTATION** // We treat every home like a piece of poetry. Our regionally renowned stagers are available to carefully compose, edit and refine the atmosphere of your home using modern furnishings and decor, elevating the space to achieve a top-dollar presence.



# // // mhm presentation of listings

**ELEVATED PHOTOGRAPHY** // We partner with top-tier photographers who are experts in capturing the unique qualities of homes. We tell a powerful story through angles, vignettes and light. It is with immense care that we create pictorial narratives to sell the essence of the home.

**HOME NARRATIVE** // Our professional copywriter will transform the details, data and description of the property into powerful language that represents the artistic narrative of the home on the MLS and [milehimodern.com](http://milehimodern.com).



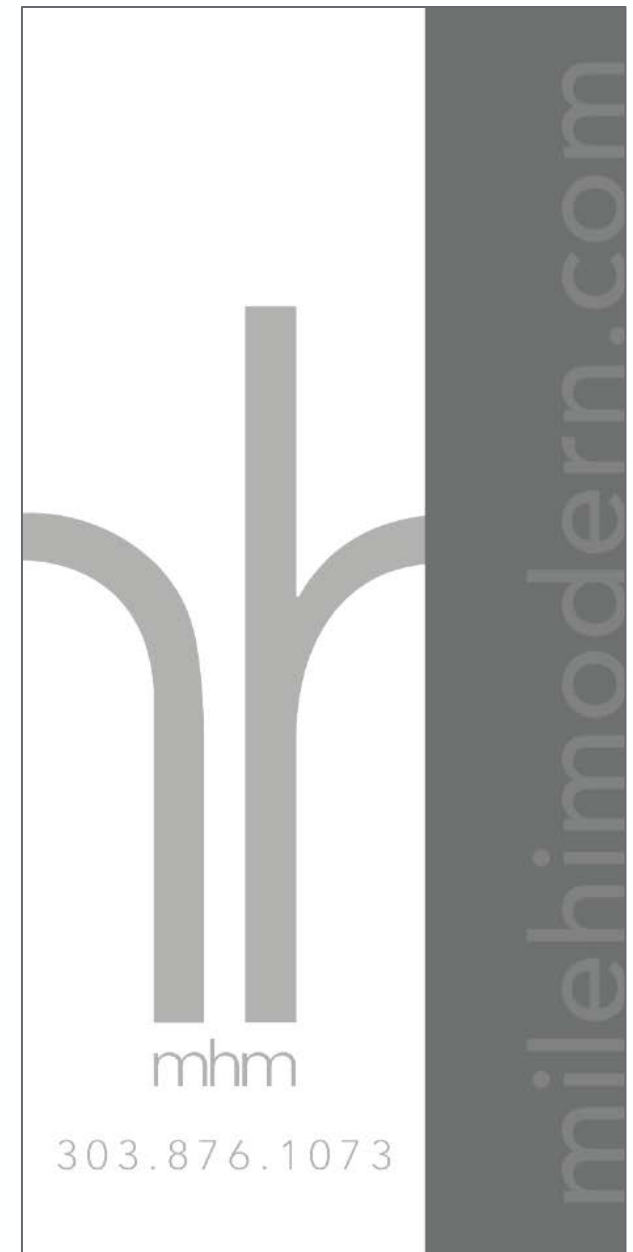
# // // mhm presentation of listings

**DISTINCTIVE SIGNAGE** // Our sign design sets the stage.

Its custom silhouette eloquently tells buyers that we are different in the marketplace. As such, it communicates to the market that we stand for excellence and perfection. Our sellers deeply appreciate this gorgeous introduction to their home.

**NATIONAL + INTERNATIONAL EXPOSURE** // We reach national

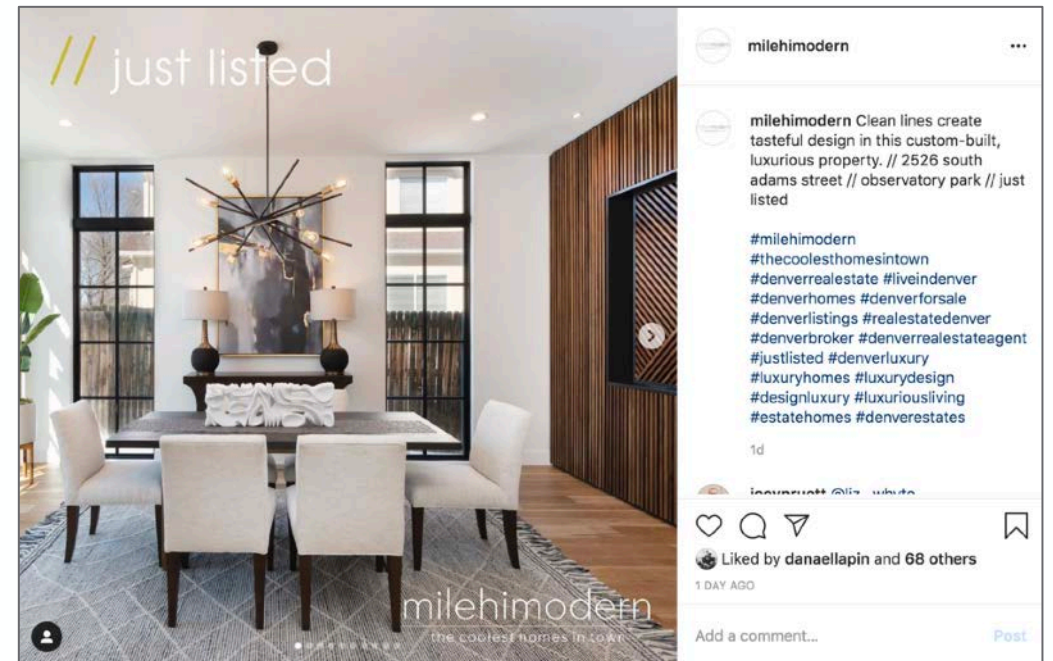
and international clients with syndication through LuxuryRealEstate.com, Realtor.com, Zillow and Trulia. Depending on the unique selling characteristics of the home, we may also position properties in various publications such as Modern in Denver, Architectural Digest, Dwell and Domino, ensuring maximum exposure.



# // mhm presentation of listings

**SOCIAL MEDIA PRESENCE** // After receiving compelling photography of your home, our expert graphic designers will thoughtfully curate a carousel of images to be used not only within milehimodern's ever-growing social channels, but across the channels of every mhm broker — maximizing exposure to a wide audience in the Front Range and beyond.

**PRODUCTION-QUALITY VIDEO** // When words and photographs leave us wanting more of the story, we bring in the area's most highly sought-after video production teams to breathe life into your listing's digital presence. After brainstorming the most incredible features and characteristics, your broker will work with a crew of artists to craft a standout representation of your home to be shared on social media and the milehimodern website.

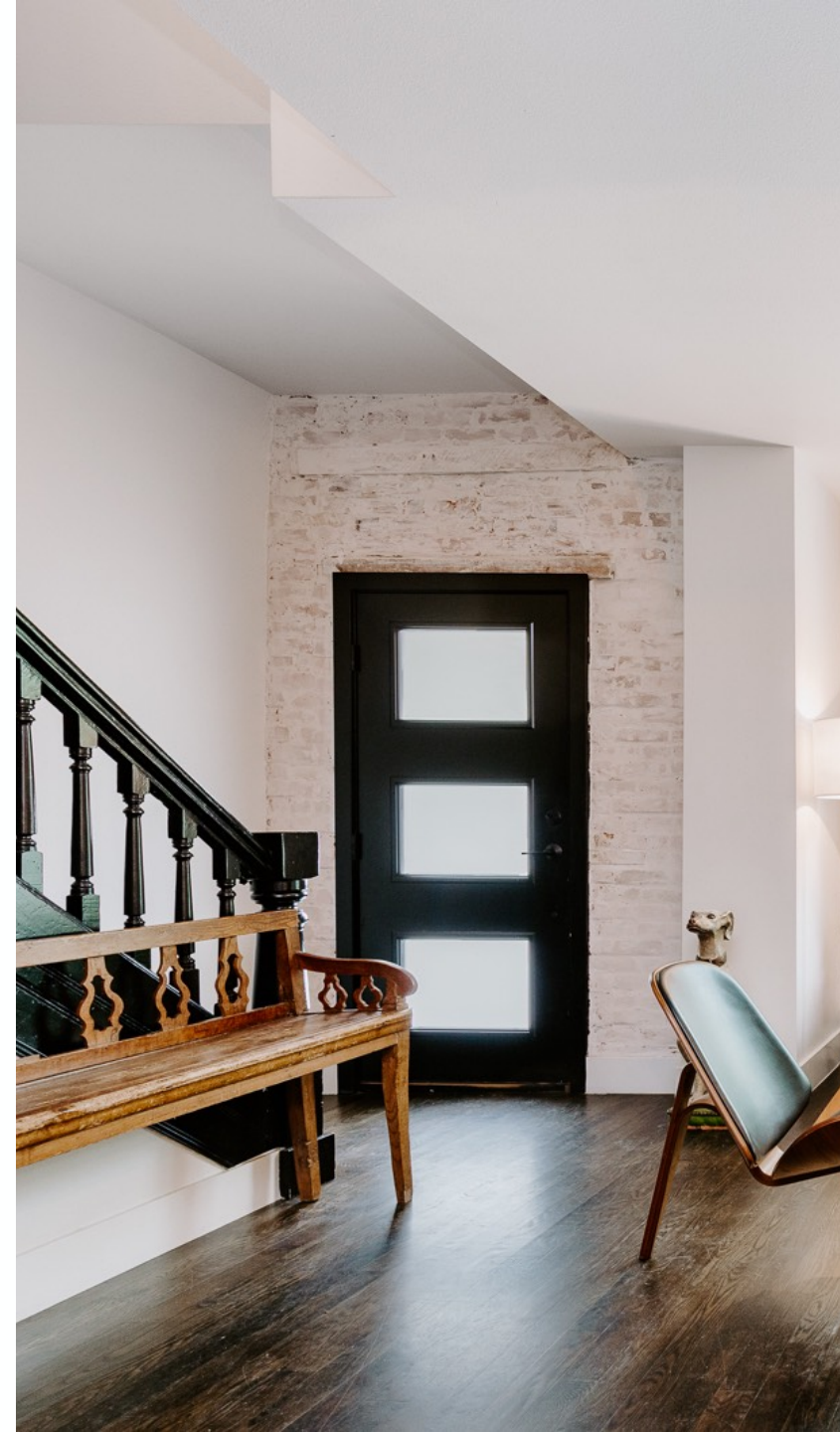




# mhm presentation of listings

**CURATED COLLATERAL** // Our designers create stunning property brochure cards that highlight your residence and its prominent characteristics. These printed pieces are featured at our milehimodern LoHi Gallery and Cherry Creek offices and distributed at open houses, giving buyers a physical relic of your home.

**DIGITAL EFLYERS** // Eflyers are created by our designers and may be sent out to all Denver metro agents, exposing your residence to the proprietary Broker market. They may also be sent to spheres of potential buyers.





sleek seduction  
observatory park

2266 south columbine street

5 beds // 6 baths // 5,400 total sqft // 3 car garage

- UNIQUE MODERN + INDUSTRIAL DESIGN
- 5' WIDE OAK PIVOT FRONT DOOR
- MULTIPLE PATIOS, 2 BALCONIES + CENTER STAIRWAY
- 11 FLOOR-TO-CEILING BIFOLD DOORS FOR UNMATCHED INDOOR-OUTDOOR FLOW
- BEAUTIFUL POLISHED CONCRETE FLOORS
- LUXURY IN-FLOOR HOT WATER HEAT
- CUSTOM ABACUS CABINETRY, THERMADOR APPLIANCES INCLUDING A BUILT-IN COFFEE MAKER
- INDUCTION COOKTOP
- CLERESTORY WINDOWS W/ INVITING LIGHT
- MARBLE BATHTUB + PORCELAIN TILE
- 72" GAS FIREPLACE
- SUPERB LOCATION

experience it all // [milehimodern.com](http://milehimodern.com)

christianmulhern  
303 881 9960  
[christian@milehimodern.com](mailto:christian@milehimodern.com)

This material is based upon information that we consider reliable, but because it has been supplied by third parties, we cannot represent that it is accurate or complete, and including price, or withdrawal without notice. ©MileHiModern All Rights Reserved | MileHiModern® is a licensed trademark | An Equal Opportunity Company | Equal Housing Opportunity

milehimodern  
the coolest homes in town

SLEEK SEDUCTION

2266 South Columbine Street // Observatory Park



ARTISTIC. LAVISH. REMARKABLE.

5 beds // 6 baths // 5,400 total sqft // 3 garage spaces

Explore Observatory Park's newest build formed with all brick. Enter through the 5-foot-wide oak pivot front door into the open floor plan with beautiful polished concrete floors. The iconic kitchen is decked with Thermador appliances including a built-in coffee maker, induction cooktop and custom Abacus cabinetry. There is strong natural light throughout and an indoor-outdoor flow with eleven floor-to-ceiling bifold doors and multiple patios. A luxurious master suite boasts a marble tub with white and gray porcelain tile. This superb home is truly a one-of-a-kind masterpiece

experience it all // [milehimodern.com](http://milehimodern.com)

milehimodern  
the coolest homes in town

christianmulhern  
303 881 9960  
[christian@milehimodern.com](mailto:christian@milehimodern.com)

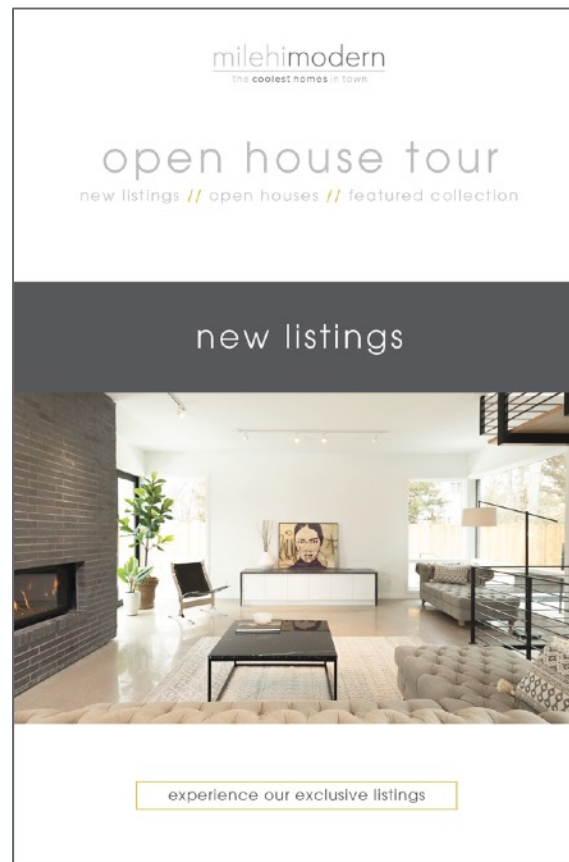
\*This material is based upon information that we consider reliable, but because it has been supplied by third parties, we cannot represent that it is accurate or complete, and including price, or withdrawal without notice. ©MileHiModern All Rights Reserved | MileHiModern® is a licensed trademark | An Equal Opportunity Company | Equal Housing Opportunity



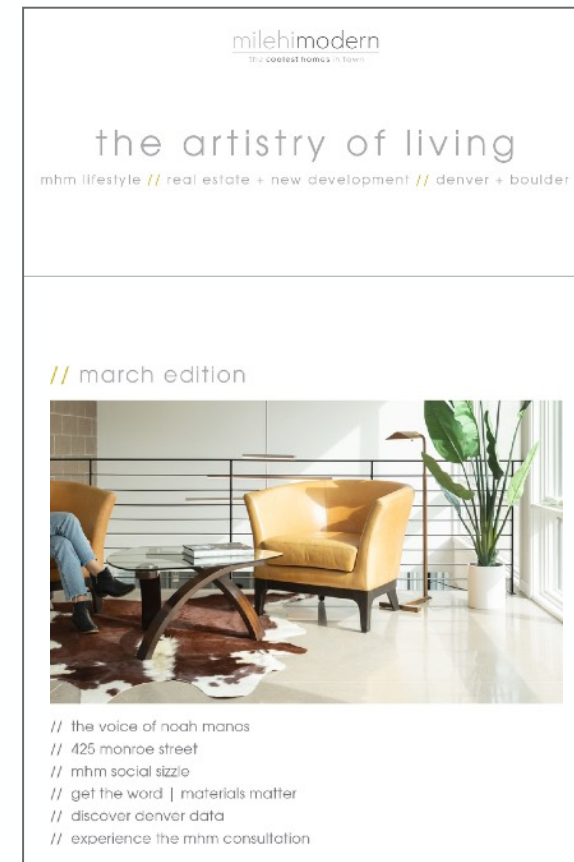
# // mhm presentation of listings

**OPEN HOUSE** // A weekend Open House may be held at your residence with your approval. This cross-marketing creates intense visibility to the top Brokers in the city and their clients, affording the opportunity for a stream of interested buyers to tour your home. The open house may be advertised on the MLS, social media, open house tour announcement and the milehimodern website.

**NEWSLETTER FEATURE** // Our marketing team crafts and distributes a monthly newsletter that highlights notable properties and local artists. With this full circle approach to marketing, online traffic is consistently pushed to the milehimodern website, boosting the exposure of your property to a design-minded audience.



The screenshot shows the top of the milehimodern website. At the top is the logo "milehimodern" with the tagline "the coolest homes in town" below it. Below the logo is the text "open house tour" in a large, bold font, followed by "new listings // open houses // featured collection" in a smaller font. A dark grey horizontal bar contains the text "new listings" in white. Below this bar is a large photograph of a modern living room with a brick fireplace, a large tufted sofa, and a coffee table. At the bottom of the screenshot is a yellow button with the text "experience our exclusive listings".

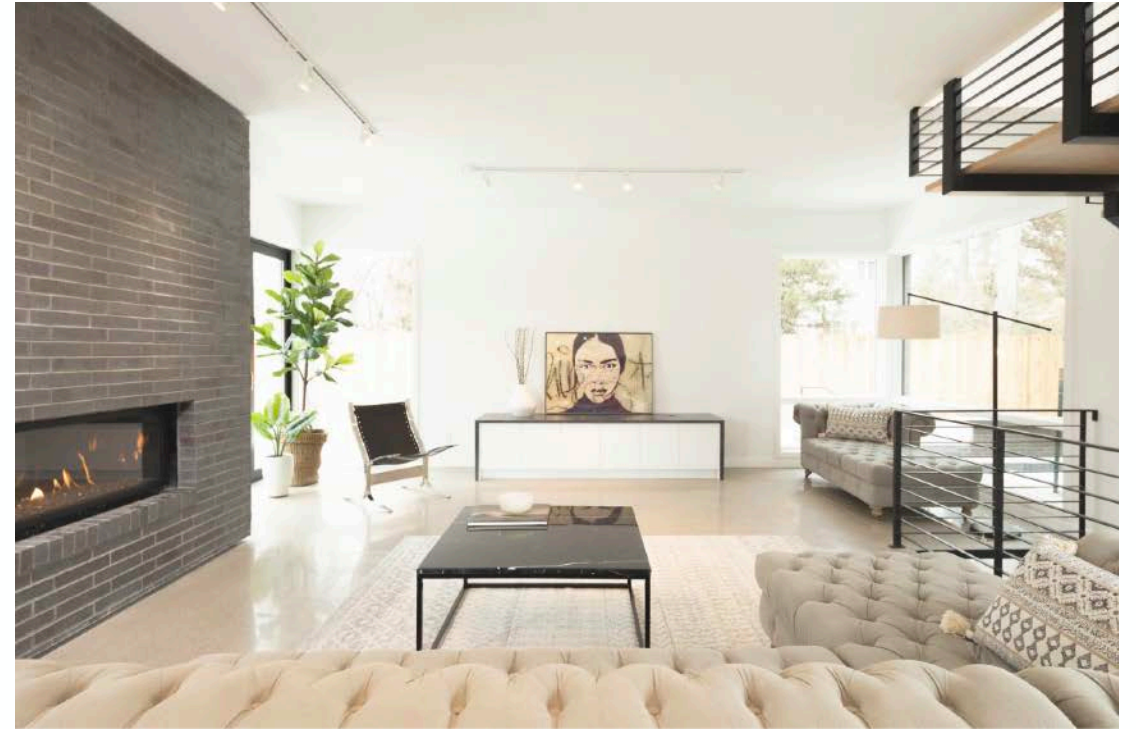


The screenshot shows the top of the milehimodern website. At the top is the logo "milehimodern" with the tagline "the coolest homes in town" below it. Below the logo is the text "the artistry of living" in a large, bold font, followed by "mhm lifestyle // real estate + new development // denver + boulder" in a smaller font. Below this is a horizontal line. Below the line is the text "// march edition" in a smaller font. Below this is a photograph of a modern living room with two yellow armchairs, a coffee table, and a large potted plant. Below the photograph is a list of text items: "// the voice of noah manas", "// 425 monroe street", "// mhm social sizzle", "// get the word | materials matter", "// discover denver data", and "// experience the mhm consultation".

# website marketing



Focusing on local, national and international reach, our highly recognized website provides unprecedented exposure to a targeted audience of prospective buyers. Our loyal following spans the globe, placing your residence at the forefront.



2266 South Columbine Street – \$2,999,999

## MODERN COLLECTION | NEW LISTING

### Observatory Park

Artistic, lavish, remarkable — these are a few words that come to mind when setting eyes on Observatory Park's newest build formed with all brick and glass, and showcasing a beautiful marriage of form and function. Function comes into play with in floor hot water heat, energy-efficient mini-split individual room ac units and a convenient 3-car garage. Now, to form — the distinguishing mark of this one-of-a-kind abode. Enter through the five-foot-wide oak pivot front door into the airy open floor plan with a platform of beautiful polished concrete floors. Clerestory windows, 11 floor-to-ceiling glass bifold doors and an array of large glazed panels provide transparency in the design, so natural sunlight floods the structure from dawn to dusk. This superb home is truly a modern masterpiece in a superb location — explore an awe-inspiring residence that nods to the industrial revolution.

### NOTABLE DETAILS

- Unique Modern + Industrial Design
- 5' Wide Pivot Front Door
- Multiple Patios, 2 Balconies + Center Stairway
- 11 Floor-to-Ceiling Bifold Doors for Unmatched Indoor/Outdoor Flow
- Beautiful Polished Concrete Floors
- Luxury In Floor Hot Water Heat

Style: **2 Story**

Bedrooms: **5**

Baths: **6**

Square Feet Above:  
**3,705**

Basement: **1,720**

Lot: **7,500**

Parking: **3 Car Garage**

# understanding your home value

The longer your home is on the market, the more your market value may decrease. Buyers who are ready to buy usually

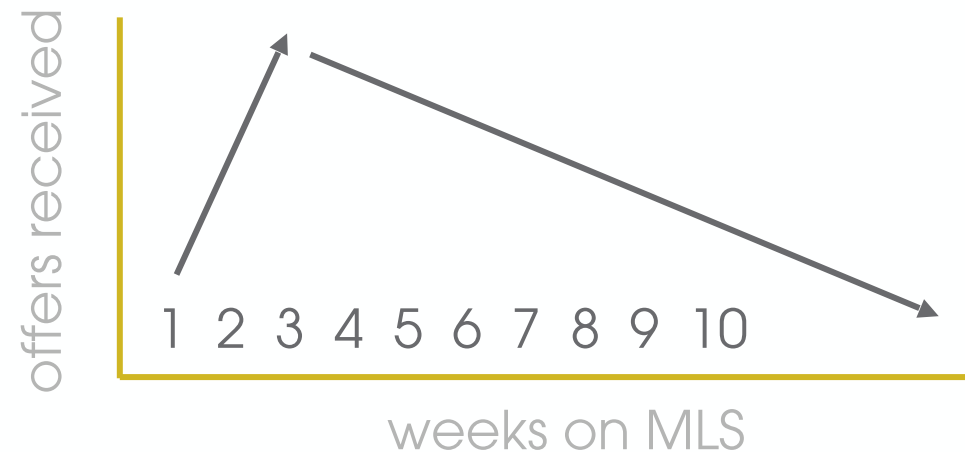
**take action quickly.**

It is our intention to attract quality buyers.



Week one is the most critical week. We must send the message of the **right value.**

Pricing too low can lead to losing cash equity, while pricing too high can cause extended time on the market.



# the right price

ASKING PRICE  
COMPARED TO  
MARKET VALUE

PERCEPTION OF  
THE LIST PRICE BY  
BUYERS





# your role in selling your home



seller's control

outlying factors

Pricing

Market Value

Home Presentation

Title Issues

Showing Times

Buyer Side

Home Condition

Appraisal

Response Time

Inspection

# // // pricing misconceptions

The price of your home is  
not determined by:

- // what you paid
- // what you need
- // what you want
- // what your neighbors say
- // what another agent says
- // cost to rebuild today



# // // pricing factors

The real estate market largely determines **home value.**

What else is there to consider?

- // time frame
- // condition + size of home
- // selling prices of comparable homes
- // selling prices of homes nearby
- // current economy
- // expired homes with incorrect price
- // location
- // school districts
- // value of home renovations/updates
- // price per sqft
- // lot size





# what the seller pays

Real estate commission

½ of escrow fee (exception w/ VA loans where seller pays 100%)

Payoff of any liens against the property

Home warranty

Recording fees to clear all documents of record against the seller

Tax proration for any unpaid taxes at the time of transfer of title

Any unpaid homeowner association dues

Any assessments \*

Any and all delinquent taxes \*

State real estate tax fee + sales tax

Owner's title insurance premiums

New approval of well, septic and as-built survey (if required)

Re-inspection fee with appraiser or home inspector \*

½ of the document preparation fee (exception w/ VA loans where seller pays 100%)

\*per the contract

The above items are typical, but not absolute. Additional costs may arise as well since each property is individual and unique.



# what the buyer pays //

Lender's title policy premium

½ of escrow fee (exception w/ VA loans where seller pays 100%)

Recording charges for all documents in buyer's name

All new loan charges (except those required of the seller by the lender)

Interest on a new loan from date of funding to 30 days prior to the first payment date

Assumption/change-of-records fees for takeover of existing loan

Home warranty according to contract

Hazard insurance premium for the first year

Home inspection

Reserve account for taxes and insurance

Flood certification fee

Appraisal

The above items are typical, but not absolute. Additional costs may arise as well since each property is individual and unique.



the  
power  
of  
modern  
milehimodern

- // the top-performing real estate agents in Denver, Boulder + Colorado
- // a leading real estate website in the country
- // socially connected + recognized through leading media, social channels + publications
- // the voice for trends, marketing strategies + design

# mhm curates the coolest homes in town

\$869 million+

//

sold in 2020

1,115+ homes

//

sold in 2020

29

//

days on market

66,000+

//

newsletter subscribers

15,000+

//

website visitors

171,000+

//

monthly social impressions



at milehimodern //

we don't apologize for  
the prices our homes command;

they are absolutely deserved.