



Seller's Guide

**GET THE MOST VALUE OUT
OF YOUR HOME SALE**

THE MARKET

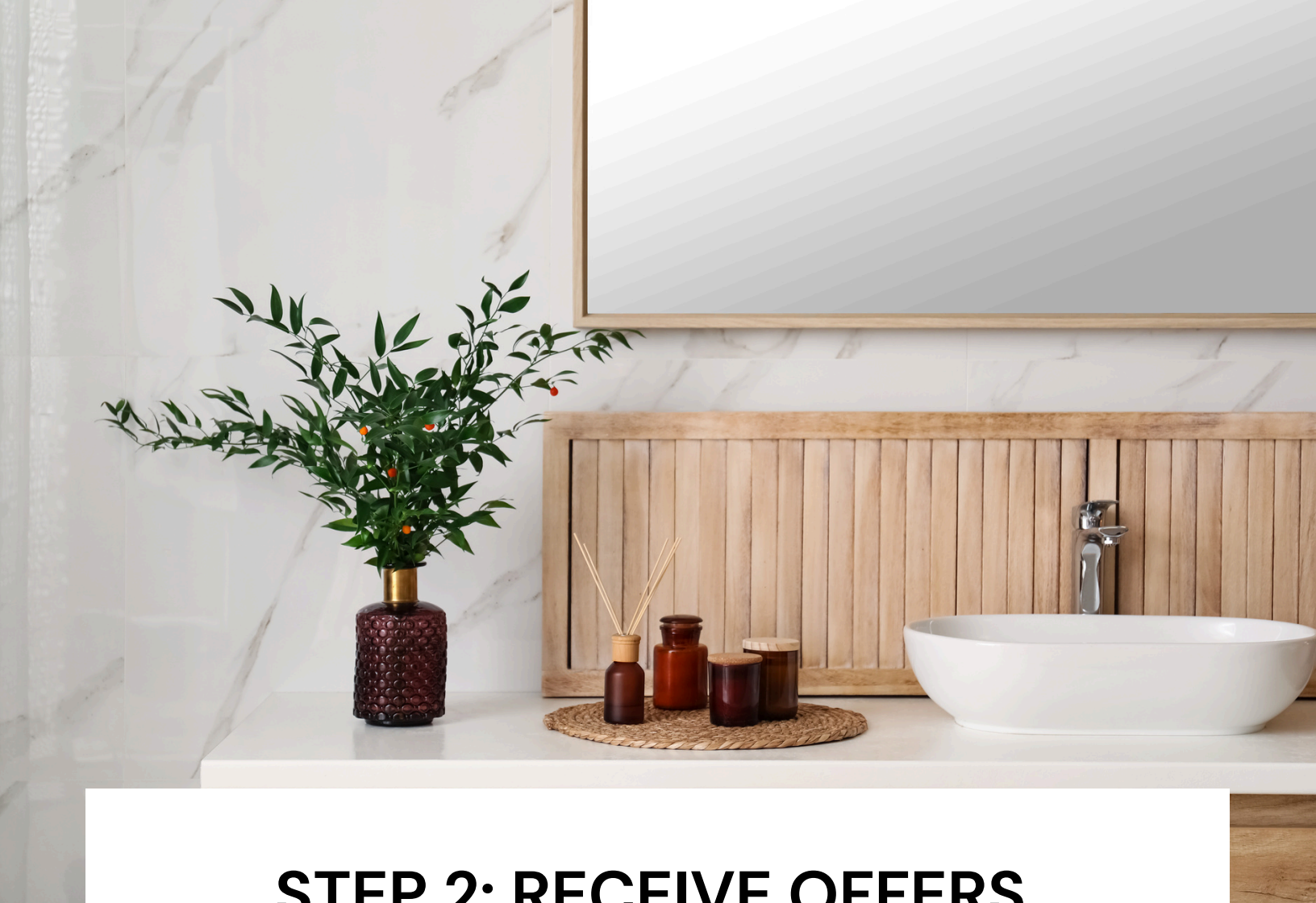
Being aware of market conditions gives you the right outlook when it comes time to putting your home on the market to sell.

We all want the most out of our home. The more we can make than what we put into it, the better! Keep in mind that market conditions are always changing and this can impact the value of your home. Relying on sites like Zillow or Trulia to give an estimation of your property's value can, and often times will, lead to disappointment. Their values can differentiate by up to 20% of what their Zestimates claim - their words, not ours. This is why it's imperative to hire a professional to provide a true analysis of your property so you can have a better understanding of what your home is worth in current market conditions. You can then make the decision of selling your property if it's the right step to take based on its value.



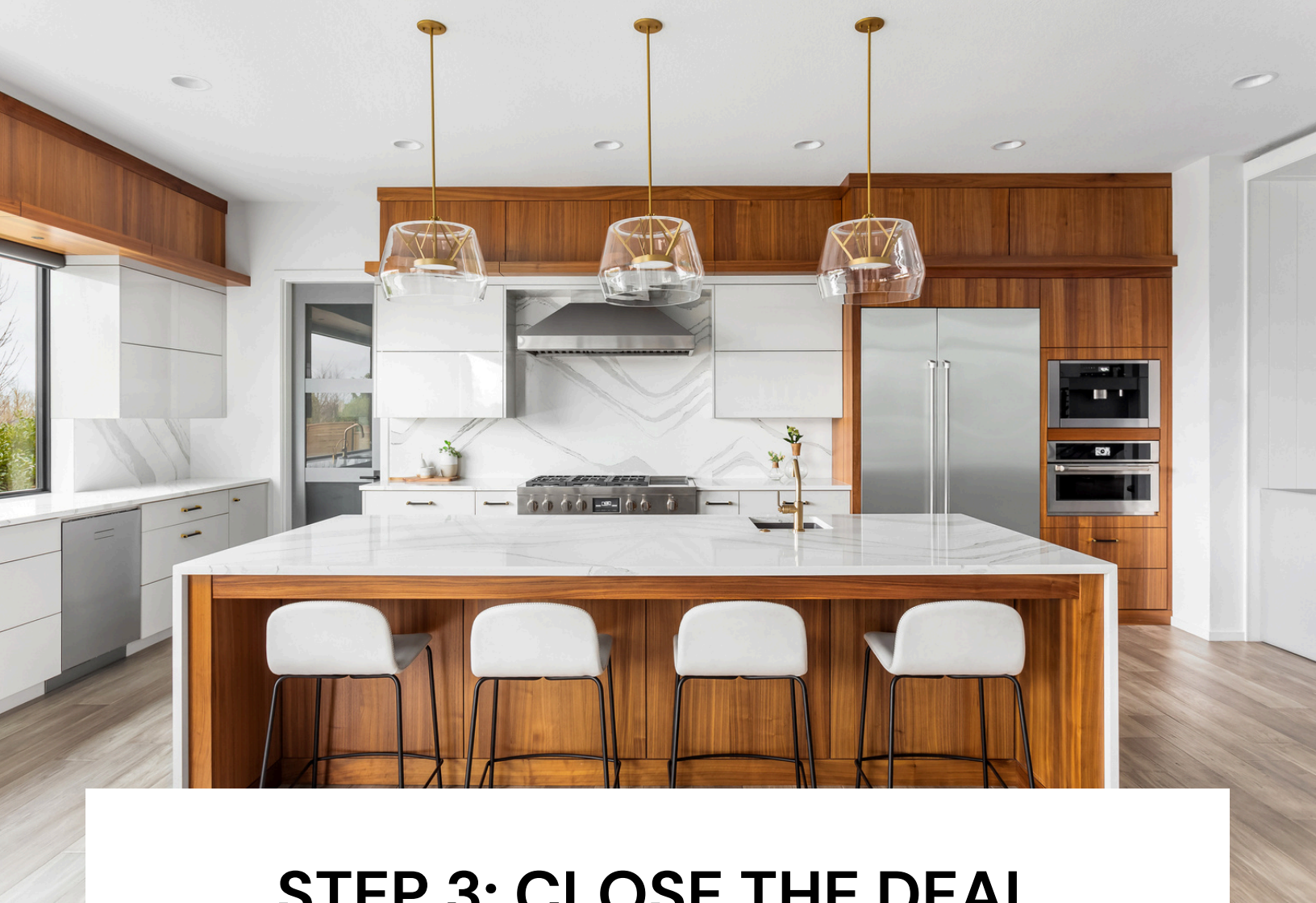
STEP 1: FIND THE RIGHT AGENT

We'll provide a complimentary market analysis of your property to give you a better understanding of its value. You'll go over, in detail, any steps your agent recommends to get your home in the best selling condition. We will then schedule professional photos and videos and will begin the extensive marketing of your home.



STEP 2: RECEIVE OFFERS

Once you receive an offer, your agent will review the terms and conditions with you. After you accept and negotiations are complete, you'll enter the contract period. During this time, any necessary inspections, appraisals, and agreed-upon steps are carried out. If repairs are requested, your agent will guide you through the negotiation process to reach a fair resolution.



STEP 3: CLOSE THE DEAL

Once all contract conditions and any negotiated items are satisfied, you'll move to the closing table. After the final purchase documents are signed at the title company (or closing agent), the sale is complete and ownership transfers.

HOME IS WHERE THE HEART IS

Let's get you there!

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