



LISTING YOUR HOME

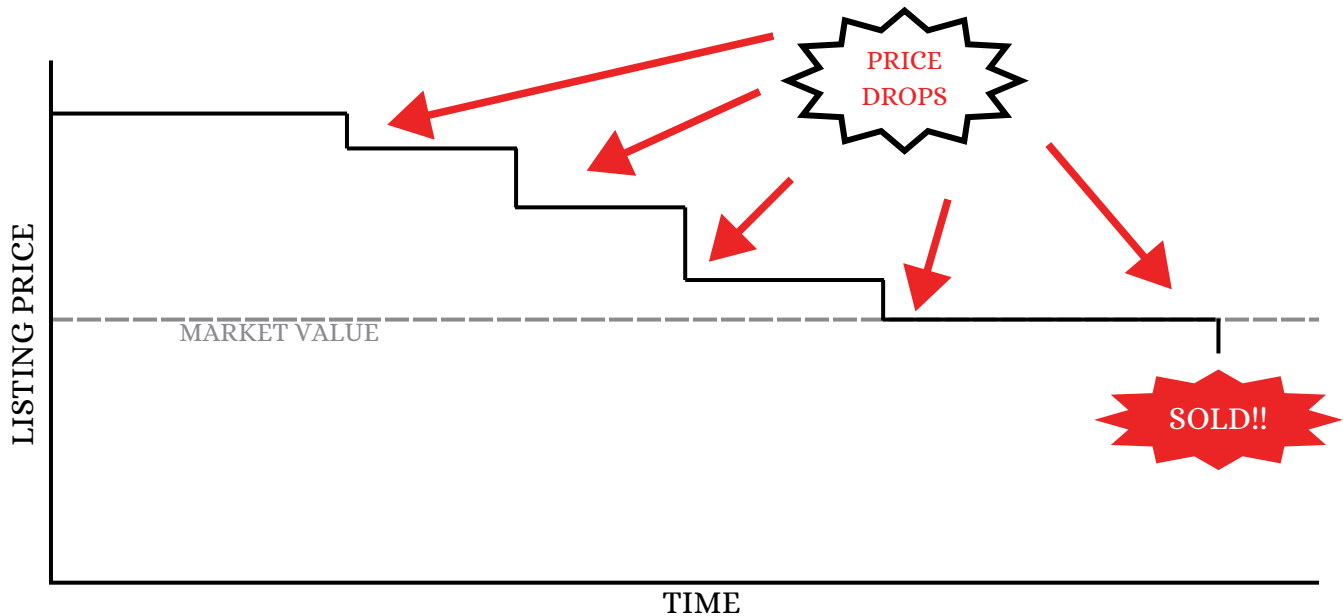
With
Colorado Investments
and Homes

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PRICING YOUR HOME

HIGHER PRICING MAY NOT MEAN HIGHER PROFITS

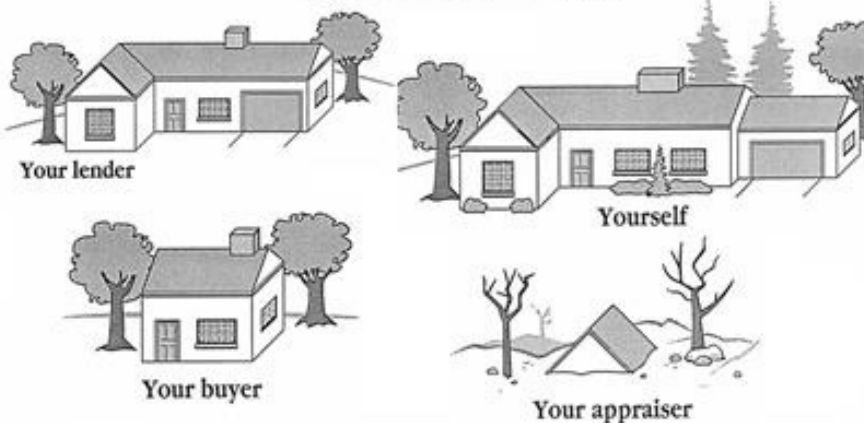


When a home is priced over market value, a few things can happen. Firstly, it makes other homes in the area look like more value for the price (potentially selling other homes faster!) Small price reductions occur to generate interest, but typically not enough to bring in an offer.

Even though the house is now at market value, so much time has passed that buyers lose confidence in the home. One of the first questions a buyer asks is “well, how long has it been on the market?”

The longer a home is on the market, the less it tends to sell for (up to 20% less after 3 months*). However, underpricing does not drastically increase sales speed. Your listing agent uses empirical data to help narrow down the “sweet spot” to advise the best listing price for your home.

Your HOUSE as seen by...



APPRAISAL

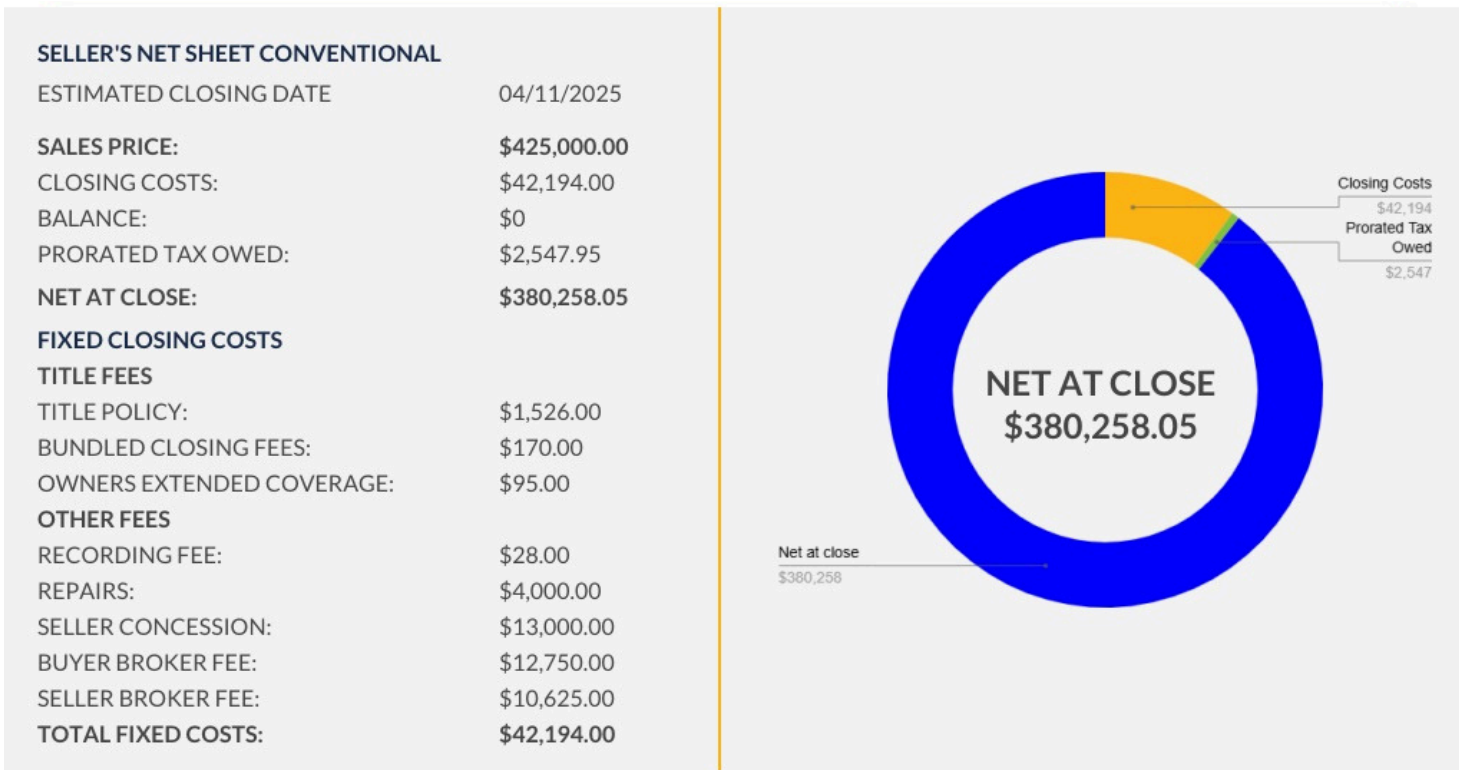
Additionally, overpricing also leads to risk during the appraisal process.

If an appraisal comes back below the contracted price, there is a strong likelihood the buyer will end the contract. Then it's back to square one!

PRICING YOUR HOME

NET SHEET

Whatever your reason for listing might be, we strive to help you get the best offer for your home. A net sheet helps us illustrate how your listing price translates to net value at close



* based on a sales price of \$425k, 2.5% Listing agent commission, 3% buyer's agent commission, 13k seller's concessions, 4k inspection repairs, and 2k taxes prorated to April 11th

CONCESSIONS

Concessions are funds negotiated from the seller to be used to cover closing costs, buy down interest rates, or cover other costs in the homebuying process.

INSPECTION REPAIRS

Budgeting for inspection is an important part when determining what your bottom line will be. It is exceptionally rare that a buyer will ask for no work to be done at inspection.

TYPICAL CONTRACT DATES

Understanding the Contract

MEC= mutual execution of contract = date final signature is placed.

These dates will often be written as calendar dates, but may be written as shown here. Note these are negotiable within the contract, the dates here are the ranges typically seen.

Item number = reference number seen in section 3.1 of the Contract to Buy and Sell

<u>Disclosures:</u> including earnest money and seller's disclosures			
<i>Item</i>			
<i>Number</i>	<i>Event</i>	<i>Deadline</i>	<i>Notes</i>
2	Alternative Earnest Money Deadline	3 days MEC	Earnest money delivered by buyer
11	Seller's Property Disclosure Deadline	3 days MEC	Property disclosure filled out by seller and submitted to buyer for review
12	Lead-based Paint Deadline	3 days MEC	Only applicable for properties built prior to 01Jan 1978

<u>Inspections:</u> including HOA, title, insurance, inspection			
<i>Item</i>			
<i>Number</i>	<i>Event</i>	<i>Deadline</i>	<i>Notes</i>
3	Record Title deadline	7 days MEC	Most title companies need at least a week to get the first commitment sent out for review
4	Title <u>Objection</u> Deadline	8-12 days MEC	Buyer can object to any item "clouding" title. If it can't be resolved, contract is typically terminated
5	Off-record Title Deadline	7 days MEC	Same as Record Title Deadline
6	Off-record Title <u>Objection</u> Deadline	8-12 days MEC	Same as Title Objection Deadline
7	Title Resolution Deadline	2-3 days after objection deadline	If resolution cannot be reached by this date, contract is typically terminated
9	HOA Docs Deadline	7 days MEC	HOA docs delivered to buyer, if applicable
10	HOA Docs Termination	8-12 days MEC	Deadline for buyers to look over the HOA docs and decide if they like the terms
14	New Loan Terms Deadline	8-12 days MEC	Deadline for buyer to look over interest rate, estimated mortgage, and loan terms and decide if they want to move forward

TYPICAL CONTRACT DATES

<u>Inspections (continued):</u> including HOA, title, insurance, inspection			
<i>Item</i>			
<i>Number</i>	<i>Event</i>	<i>Deadline</i>	<i>Notes</i>
30	Inspection <u>Objection</u>	8-12 days MEC	Buyer's sole subjective discretion, easiest deadline to terminate and get earnest money back if needed.
31	Inspection Termination	8-12 days MEC	Typically same date as inspection objection. Deadline for buyer to decide if they want to negotiate a few items for repair or terminate and get earnest money back
33	Insurance Termination	8-12 days MEC	Deadline for buyer to check insurance rates and confirm the home is insurable at a price that makes sense to them
34	Due Diligence Deadline	7 days MEC	Any additional relevant docs. (See 10.6.1.4)
35	Due Diligence <u>Objection</u>	7 days MEC	Buyer deadline to decide to negotiate anything noted in the docs above
36	Due Diligence Resolution	2-3 days after objection	If resolution cannot be reached by this date, contract is typically terminated
38	Lead-based Paint <u>Objection</u>	8-10 days	Only applicable for properties build prior to 01Jan1978

<u>Lender and Loan Requirements: (legal specifics, appraised values, survey)</u>			
<i>Item</i>			
<i>Number</i>	<i>Event</i>	<i>Deadline</i>	<i>Notes</i>
22	Appraisal Deadline	14 Days MEC	No appraisal deadlines for VA loans
23	Appraisal <u>Objection</u>	15 Days MEC	
24	Appraisal Resolution	17 Days MEC	
25	New ILC or Survey Deadline	14 Days MEC	Often omitted for residential properties in town
26	New ILC or Survey <u>Objection</u>	15 Days MEC	
27	New ILC or Survey Resolution	15 Days MEC	
15	Loan Availability Deadline	18-21 Days MEC	Last deadline that buyer can get out of the contract and still have a chance at getting earnest money back

WHAT TO EXPECT WHEN YOU'RE LISTING

1 Just Listed

- Sign listing agreement
- Decide on listing price
- Decide on date to go live
- Seller homework assigned
- repairs completed
- Seller's Property Disclosure filled out
- HOA and Due Diligence documents gathered

2 Picture Perfect

- Professional cleaning
- Staging
- Professional photography

3 Handing over the keys

- Confirm showing instructions
- Key in lock box
- Sign in yard
- Approve marketing
- Coming Soon marketing, if applicable

4 Going Live

- Active on MLS
- Syndicated to Zillow, Realtor.com, etc.
- Postcards and mailers, if applicable
- Open House scheduled

5 Showings

- Showing appointment scheduled
 - through ShowingTime per seller's instructions
- Feedback requested from showings
- Text approval and/or confirmation to seller and agent
- Regular updates on activity and comps until under contract
- Price adjustment, if needed

6 Offers

- Offers presented to seller, same day
- Review offers and terms
- Choose best offer, if multiple offers

7 Under Contract

- Fully executed contract signed by buyers and sellers
- Rent back option discussed, if needed
- Receive buyer's earnest money deposit
 - typically by title company

8 Inspections

- Buyer to complete inspection
- Requests for repairs from disclosure/inspection report
- Negotiate repairs

9 ShowMe the Money

- Buyer secures loan
- Appraisal is completed
- Buyer removes contingencies
- Loan documents ordered

10 Closing Time

- Closing documents signed by buyer and seller at closing table
- Seller passes keys to buyer
- Sign and lockbox removed
- Loan funded and recorded
- Funds transferred to seller
 - check or wire transfer
- Sellers move out
- Buyers move in
- Seller gives 5-star review

THE BENEFITS OF PROFESSIONAL STAGING

-Staging your home:

- Maximizes space, making rooms feel bigger
- Helps buyers visualize themselves in the space

-On average, staged homes spend 72% less time on the market than homes that are not staged*.

-Professional staging can also increase the dollar amount offered between 1-5%**

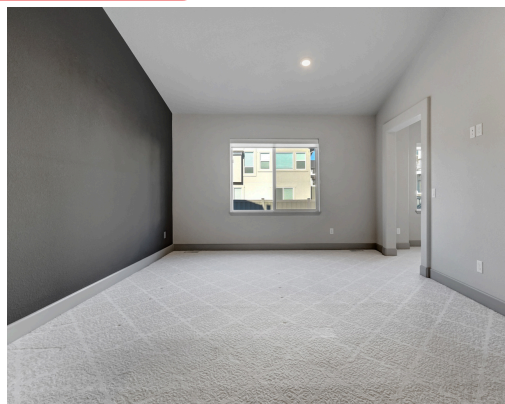
*The Real Estate Staging Association - Consumer Guide to Real Estate Staging

**National Association of Realtors - 2023 Profile of Home Staging

BEFORE STAGING



Empty rooms can feel cold and uninviting, causing features to go unseen



Without furniture, it can be difficult for prospective buyers to imagine themselves living in the space

AFTER STAGING



Pops of color draw your eye around the space, highlighting notable features and adding a welcoming feel



Staged rooms feel grounded, and smaller furniture makes the space feel larger to prospective buyers

ABOUT COLORADO INVESTMENTS AND HOMES

Haelee Swanson - Realtor, MA - Clinical Mental Health, Licensed Professional Counselor, MRP, SFR, HSE

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Years in Real Estate: 11

Average deals a year: 40

Average sale price (% of list price): 100.42%

MRP - Military Relocation Professional

SFR - Short Sales and Foreclosure Certification

HSE - Home Staging Expert



Shaydel Engel - Transaction Coordinator, Realtor, MS Biomedical Sciences

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Head of Marketing

Head of Operations

Years in Real Estate: 2

13 years experience in behavioral neuroscience
and data analysis

