



**GUIDE**  
REAL ESTATE



**MARKETING PLAN**



## WELCOME LETTER

Congratulations, you are about to sell a property in one of the most competitive real estate markets in the country. You can rest assured knowing that we are here to make sure that you maximize your return on investment and make the process as relaxing and stress free as possible.

Our team will provide recommendations of improvements, create a listing strategy which aligns with current buyer demands, and leverage numerous technology tools to promote your listing. This formula sets the stage for our team to ensure that you get top dollar for your home.

Beyond this, we will also make sure you feel comfortable throughout the process. Communication is key, and we will spend as much time with you as necessary in order to ensure that all of your needs are met and questions are answered.

We recognize that real estate is about much more than managing transactions. It's about building relationships and supporting you through this meaningful life event. That's why our team prioritizes getting to know you. It's our privilege to have the opportunity to learn about your real estate and life goals and help you achieve them. We can't wait to get started!

*Russ + Torrey*

# PRICING YOUR PROPERTY

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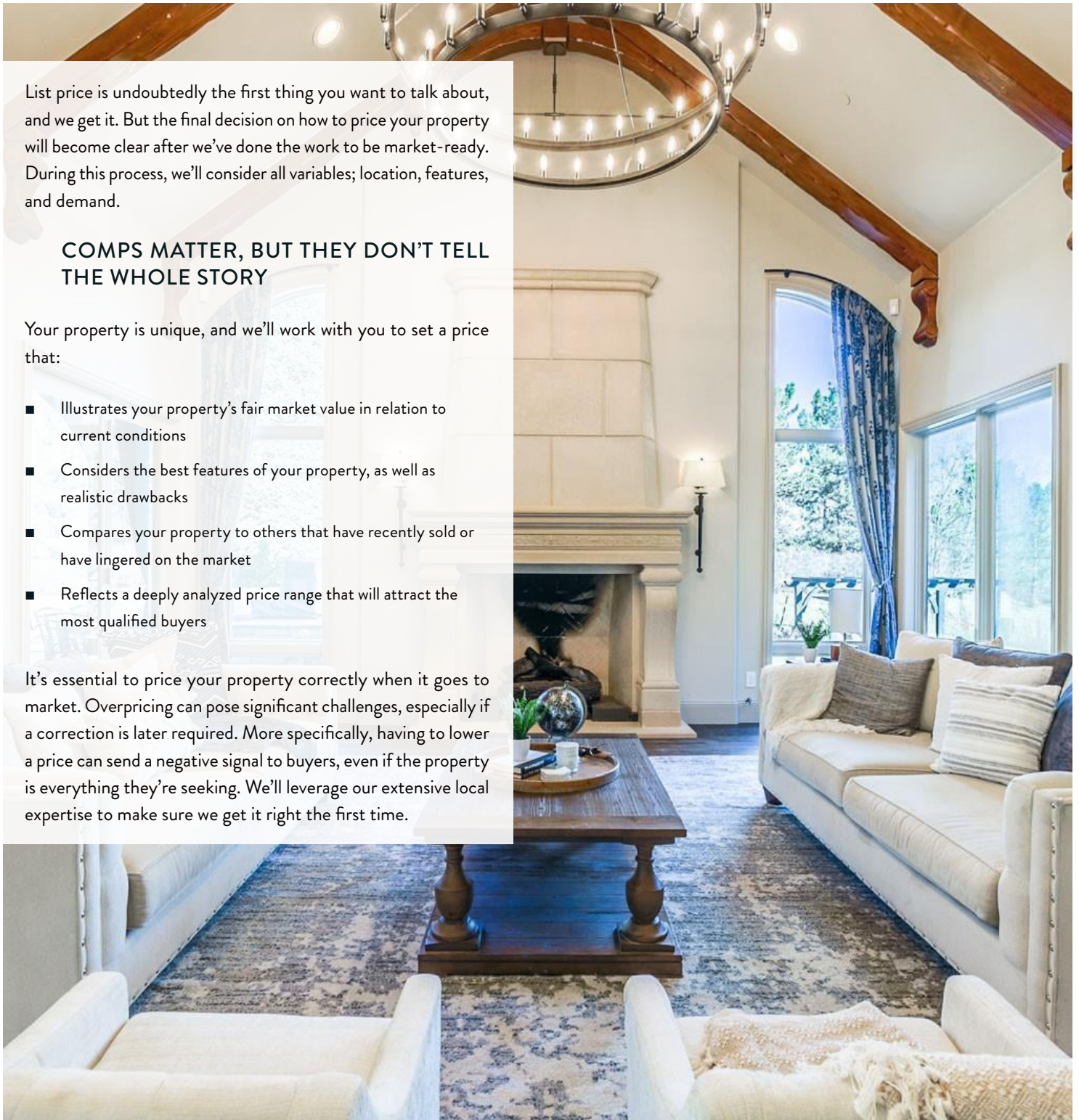
List price is undoubtedly the first thing you want to talk about, and we get it. But the final decision on how to price your property will become clear after we've done the work to be market-ready. During this process, we'll consider all variables; location, features, and demand.

## COMPS MATTER, BUT THEY DON'T TELL THE WHOLE STORY

Your property is unique, and we'll work with you to set a price that:

- Illustrates your property's fair market value in relation to current conditions
- Considers the best features of your property, as well as realistic drawbacks
- Compares your property to others that have recently sold or have lingered on the market
- Reflects a deeply analyzed price range that will attract the most qualified buyers

It's essential to price your property correctly when it goes to market. Overpricing can pose significant challenges, especially if a correction is later required. More specifically, having to lower a price can send a negative signal to buyers, even if the property is everything they're seeking. We'll leverage our extensive local expertise to make sure we get it right the first time.



# WHO PAYS FOR WHAT

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Closing costs are various fees that cover all the services necessary to complete a real estate transaction. Lenders, title companies, real estate agents, and other service providers charge these fees. Although the question of who pays for various closing costs is negotiable between the buyer and seller, here's a breakdown of how costs are typically divided.

## THE SELLER CUSTOMARILY PAYS:

- Real estate commission for both the buyer agent and the listing agent
- County transfer tax
- Document preparation for the deed
- Documentary transfer tax (the amount is dependent upon sales price)
- Pay off of all loans against the property
- Interest accrued on loans being paid off, reconveyance fees, and pre-payment penalties
- Home warranty (if specified in the contract)
- Any judgment or tax liens against the seller
- Property tax proration
- Unpaid homeowner's dues (for condominiums)
- Bonds or assessments
- Delinquent taxes
- Move-out fees (for condominiums)
- Seller notary and recording fees
- Third-party Natural Hazard Disclosure Statement
- Pre-sale pest inspection fee
- Underground storage tank report
- Energy & water conservation inspections & recording
- Miscellaneous charges
- City transfer tax

## THE BUYER CUSTOMARILY PAYS:

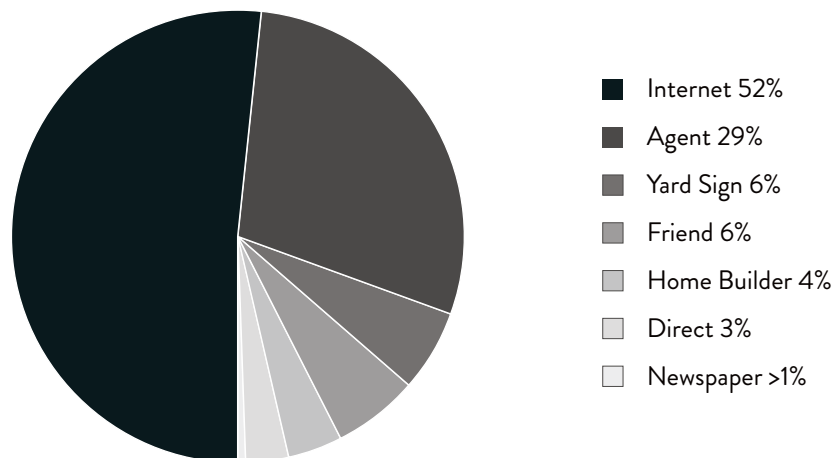
- Buyer notary fees
- Title and escrow fees
- Contractor's and pest inspection fees
- All new loan charges (points, appraisal, document processing fees, etc.)
- Interest on new loan from the date of funding to 30 days before the first payment date
- Home warranty
- Homeowner's insurance for the first year
- Earthquake insurance (optional)
- Private mortgage insurance (typically two months) if required by the lender
- Private mortgage insurance impound account (one year) if required by the lender
- Property tax impound account if required by the lender
- HOA account transfer fee
- Miscellaneous charges
- Sewer lateral bond

This list is a general guideline of charges and may not be wholly inclusive for your transaction.

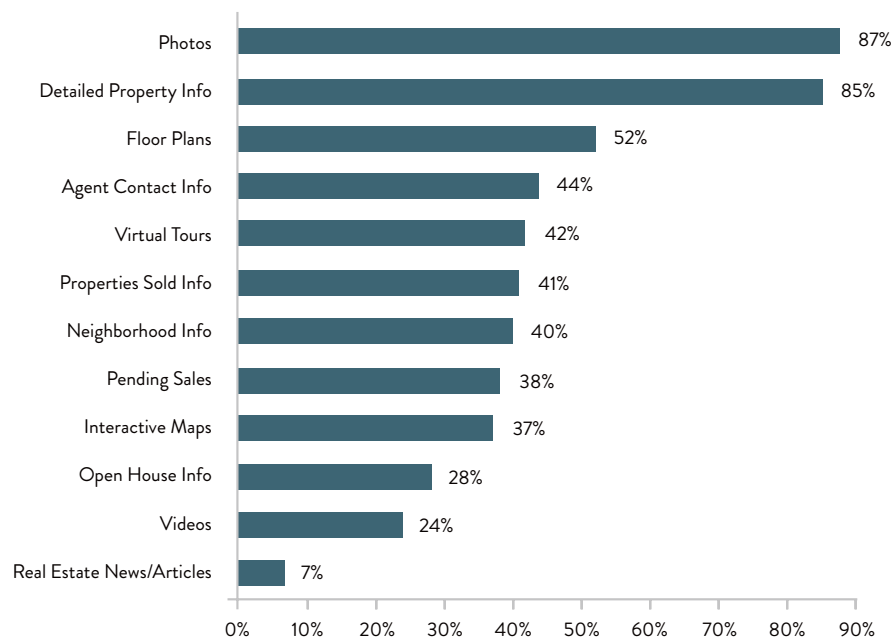


# BUYER STATS

## WHERE BUYERS COME FROM



## WHAT BUYERS DEEM USEFUL



# SELL A PROPERTY IN 7 SIMPLE STEPS

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1

## FIND A REAL ESTATE AGENT

It's critical to enlist the help of a real estate agent with a proven track record in your local market. Our team has a long-standing reputation for success. We love what we do, and we're wholly dedicated to seamlessly navigating and supporting you through your property sale with the utmost transparency.

2

## DETERMINE MARKET VALUE

We'll assess your property's market value by taking variables such as features, size, location, market demand, and recent comparable sales into consideration. Then, we'll create a comparative market analysis (CMA) which will help determine a competitive listing price designed to attract qualified buyers and generate maximum interest in your property.

3

## GET MARKET READY

We'll strategize with our network of skilled and vetted vendors to polish up your property. Together, we'll work to implement key improvements, ensure alluring curb appeal, professionally stage your space, and take eye-catching photos and videos of your property. Once complete, buyers will have multiple reasons to give your property more than just a passing glance.

4

## LIST YOUR PROPERTY

A listing agreement gives us permission to advertise your property and handle your sale. It also covers the basic terms of our mutual commitment, including the length of time your property will be listed. Once an agreement is signed, we'll discuss our selling strategy and will explain what you can expect as we move deeper into the process. We believe in transparency, and we want you to feel confident about our plans to sell your property.

5

## MARKET YOUR PROPERTY

A unique property needs a customized marketing plan to set it apart from others on the market. We'll leverage industry-leading tech and robust online marketing strategies in combination with tried-and-true techniques like high-quality statements, energetic open houses, and alerting local buyer's agents to give your property optimum exposure. We'll also utilize our trusted network of photographers and professional stagers to make your property come to life.

6

## NEGOTIATION AND ESCROW

At this crucial stage, we'll leverage every negotiation tool in our arsenal to arrive at a price that both you and the buyer can agree on. We'll also use our expertise to coach you through terms, contingencies, and buyer financing. Once a fair price that meets your selling goals is offered and accepted, we head into escrow. At this point, the buyer must complete all necessary inspections, get their financing approved, and sign all legally mandated disclosure documents.

7

## CLOSING TIME

We'll be right by your side during these final steps, engaging with the buyer's agent and lending institutions to ensure all requirements are met. Once we're certain all our ducks are in a row, you'll sign on the dotted line to finalize your property sale!





## PRE-LISTING PRESENTATION



### VENDOR MANAGEMENT

Life doesn't stop just because you're selling a property, and rearranging your schedule to accommodate a stream of vendors working on getting your home market-ready is the last thing we want you to worry about. With your permission, we'll gladly take on the role of coordinating projects, determining start and completion dates, overseeing work on-site, and ensuring tasks are performed to the highest standards.



### DISCOUNT SERVICES

Due to our high volume of listings, we're able to negotiate special pricing with many local vendors. These vendors are familiar with the type of work necessary to bring a home to market in the most cost-effective way. There is no markup or referral fee from any vendor that works with our team, and all savings are passed directly to you.



### PROFESSIONAL STAGING

Our top-notch talented and highly qualified designers and stagers know how to make your property shine. As part of our initial consultation, we'll provide a thoroughly researched plan for staging your home that will help buyers love it for all the right reasons.



### PHOTOGRAPHY + VIDEOGRAPHY

Strong visuals sell properties. We use professional, eye-catching listing photos to convey value and compel discerning buyers to see the space for themselves. Our professional photographers will capture your home in a way that'll make an excellent first impression and will drive interest and demand. Additionally, our advanced videography and 3D tours allow clients to explore your property's floor plan and features by providing a truly immersive and interactive experience.



# STAGING

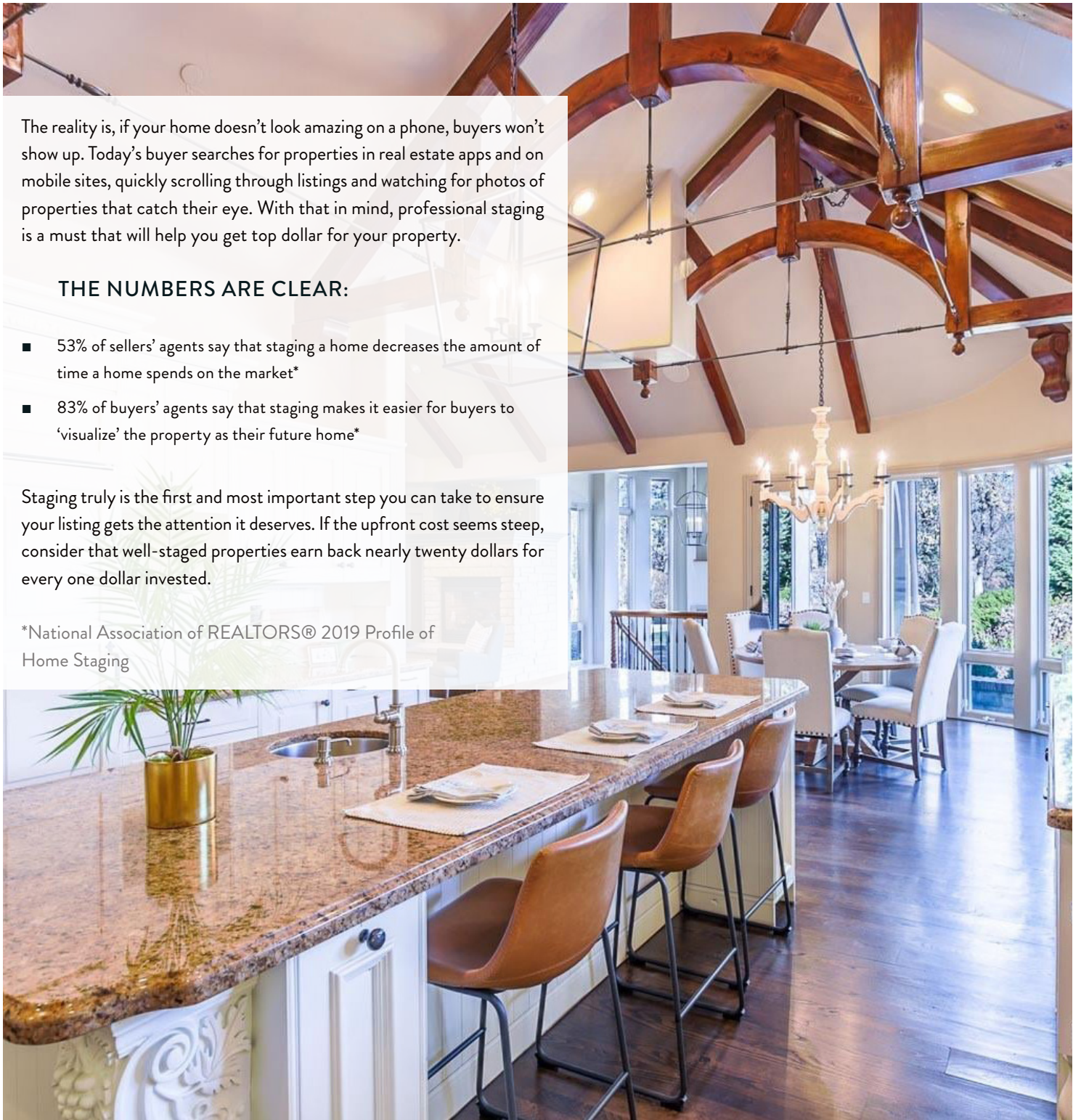
The reality is, if your home doesn't look amazing on a phone, buyers won't show up. Today's buyer searches for properties in real estate apps and on mobile sites, quickly scrolling through listings and watching for photos of properties that catch their eye. With that in mind, professional staging is a must that will help you get top dollar for your property.

## THE NUMBERS ARE CLEAR:

- 53% of sellers' agents say that staging a home decreases the amount of time a home spends on the market\*
- 83% of buyers' agents say that staging makes it easier for buyers to 'visualize' the property as their future home\*

Staging truly is the first and most important step you can take to ensure your listing gets the attention it deserves. If the upfront cost seems steep, consider that well-staged properties earn back nearly twenty dollars for every one dollar invested.

\*National Association of REALTORS® 2019 Profile of Home Staging

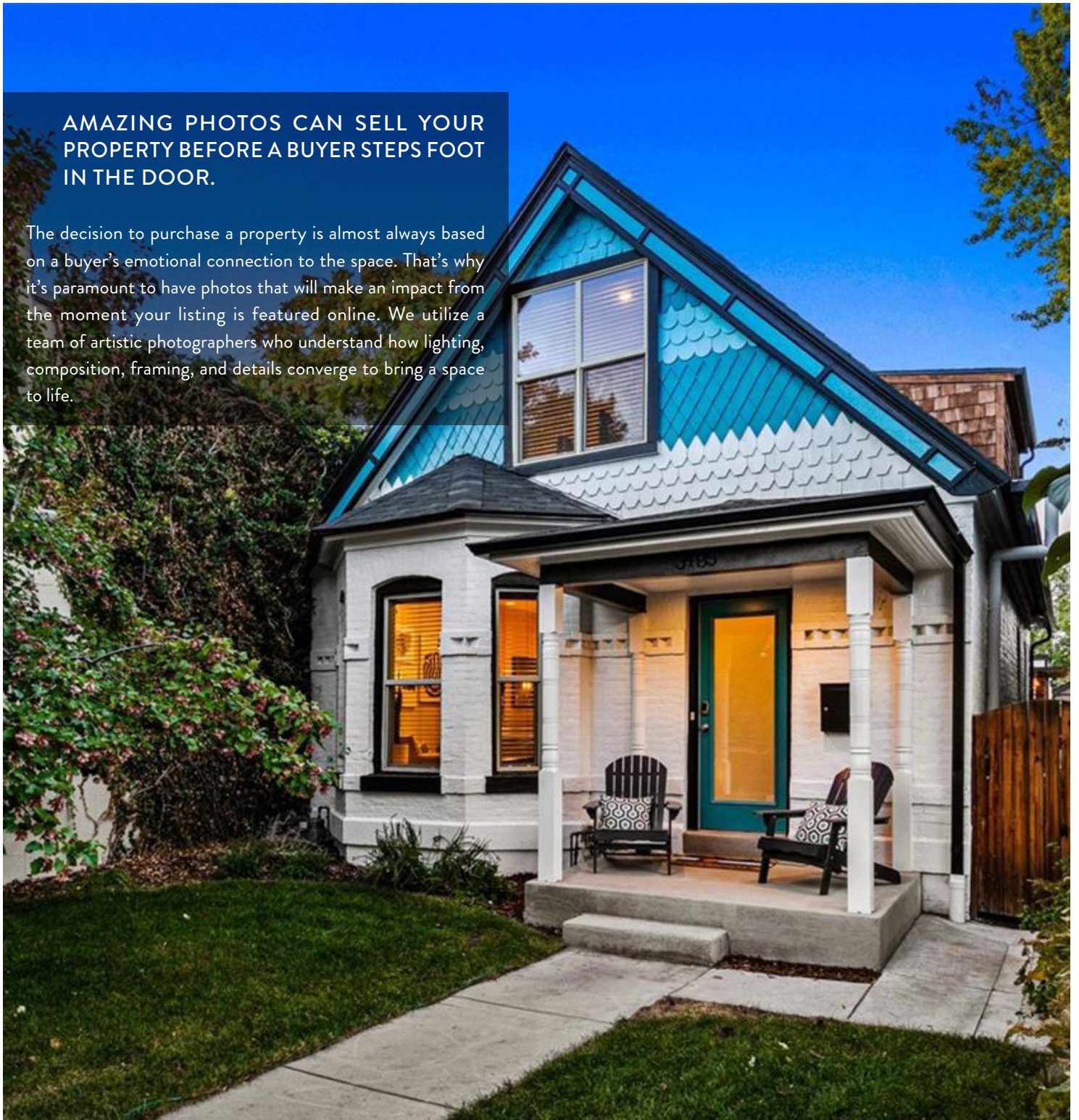


# PHOTOGRAPHY

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## AMAZING PHOTOS CAN SELL YOUR PROPERTY BEFORE A BUYER STEPS FOOT IN THE DOOR.

The decision to purchase a property is almost always based on a buyer's emotional connection to the space. That's why it's paramount to have photos that will make an impact from the moment your listing is featured online. We utilize a team of artistic photographers who understand how lighting, composition, framing, and details converge to bring a space to life.





## YOUR MARKETING SUITE

Every piece of marketing reflects our passionate attention to detail and maximizes exposure in ways that make the most significant impact on buyers.



### PRINT

Your home's property statements will be professionally designed and printed with exceptional attention to quality and detail that sets your listing apart from competitive properties.



### ONLINE

Ninety percent of potential buyers start their search online, both locally and abroad. Your home will be well-represented on every online outlet, including but not limited to Zillow and Realtor.com.



### SYNDICATION

Comprehensive listing syndication is a simple and efficient way to authorize the distribution of listings to consumer-facing websites hosted by third parties.

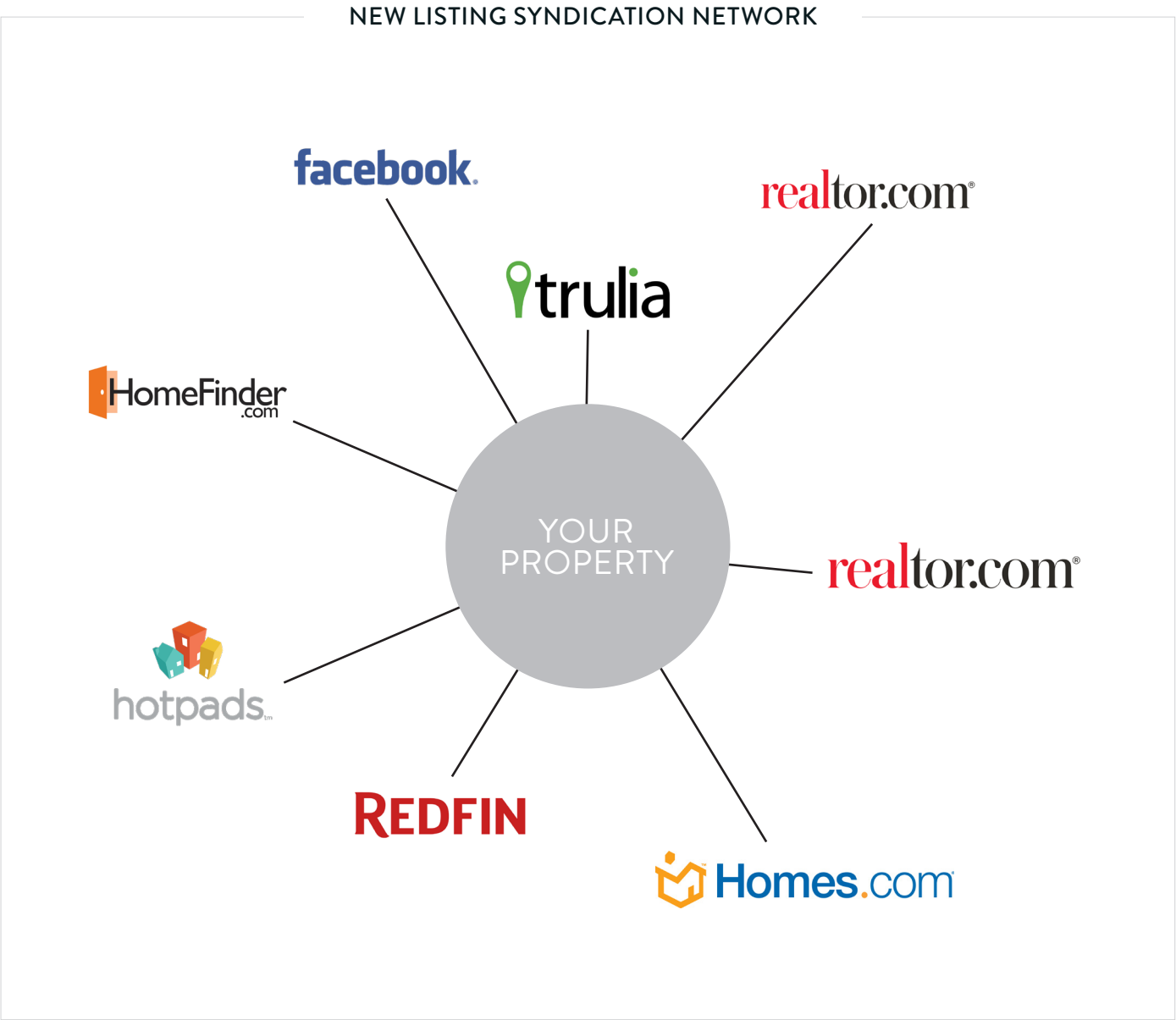


### OPEN HOUSES

Busy open houses generate buzz and motivate action. Buyers move quickly and aggressively to secure the home everyone seems to want. Our track record of successful open houses often contributes to a higher number of viable offers and boosts our strong sales statistics.

# SYNDICATION

No matter how stylish and informative a website is, the average real estate brokerage doesn't get five million visitors a month. But national listing sites, like those listed below, do! We'll make sure your property appears on every relevant heavily trafficked listing platform, giving you the opportunity to connect with as many potential buyers as possible.

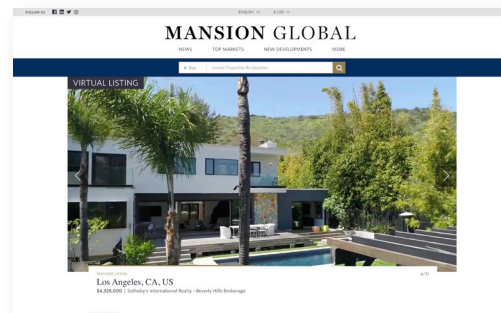


# GLOBAL REACH

Achieving global reach when marketing your home is essential. With growing wealth and investors coming from all corners of the world, the buyer of your home could be from any country. To ensure proper reach, the following channels are ways we help your property reach international buyers.

## MANSION GLOBAL

Mansion Global is the award-winning, premier digital destination for compelling content about the global real estate market. From global market analysis to relevant news, Mansion Global's multilingual platform is localized to address the interests of an international audience. Mansion Global also provides its high net worth audience the ability to search luxury listings for sale around the world.



## JUWAI

Juwai, which means “home overseas”, is visited by thousands of Chinese buyers each day from over 400 cities throughout China, as well as major Chinese communities in Taiwan, Hong Kong, Malaysia and Singapore. Juwai strives to be at the forefront of innovation of products and services, which assist them in growing their business by gaining exposure to Chinese buyers – the largest international property buying force.

## GLOBAL NETWORK OF REAL ESTATE PORTALS

Through our partnership with a leading real estate technology firm, we will syndicate your property to over 100 trusted international real estate portals in 60 countries throughout Asia, Europe, and South America.



# OPEN HOUSE SHOWINGS

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In competitive markets, open houses are essential to your success. Here are three reasons why you should consider having one:

## 1. YOU'LL ATTRACT MORE POTENTIAL BUYERS

Open houses bring more people through the door. They draw in prospective buyers and make it easy for friends, family, and neighbors to invite people over to see your lovely home.

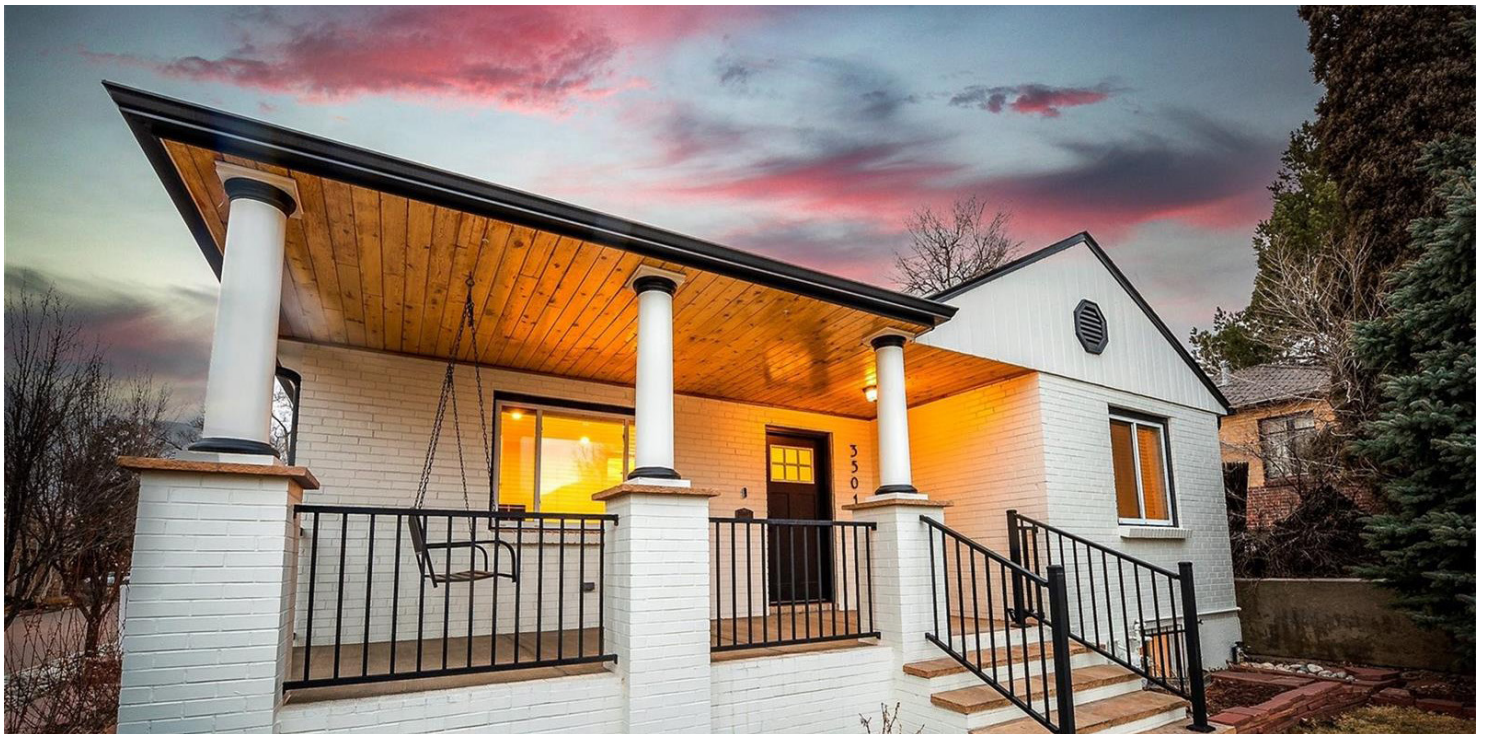
## 2. YOU CAN SET THE SCENE—YOUR WAY

Keeping your home show-ready for months can be exhausting. With an open house, you'll deep clean and stage your home once, which means you'll spend less time scrambling while preparing for last-minute showings.

## 3. YOU COULD LOCK IN THAT INTERESTED BUYER

Unlike one-on-one home tours, open houses provide a low-pressure setting for prospective buyers who are ready to take a second look. People want to feel like they could make your house their home, so your buyer's comfort could tip the scales in your favor.





## CLIENT TESTIMONIALS

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Russ was beyond fantastic. We were initially unsure of whether we wanted to rent or sell our home and Russ gave us tons of info rather than tell us one way or another. He always had info to guide us and helped us maintain expectations either way. We decided to sell as it was the best choice for us and he made the difference. We went from listing to closed in twenty days! Russ made sure every detail was covered: professional cleaning, professional photography, staging and he even went above and beyond and placed cards around the home pointing out special features. He priced our home so perfectly that we had five offers in the first 48 hours and ended up selling for a price beyond our wildest dreams at \$56k over asking price. All of this was due to his phenomenal negotiation skills with other agents and their buyers. I will have Russ as my agent every time I buy or sell in Denver. His relaxed and calming demeanor made the difference in managing my anxiety through the process (though with Russ, no anxiety is needed--he takes care of everything). I could not recommend him more.

”

Russ is a true professional and someone you NEED on your side! When it comes to negotiations, market knowledge, and business acumen -- Russ is the total package. He was able to generate loads of traffic from our listed house and foster a bidding war to get the best deal. I highly recommend Russ and will always want him on our side.

”

The five star rating for each category I've given Russ is no exaggeration... As a first time home buyer, saying he made the process seamless and effortless is an understatement. I will be going to Russell for all of my home buying/selling needs in the future, out or inside of Colorado. Taxes, lenders, market knowledge, etc.; he is well-versed in it all. I promise you will all be thoroughly impressed and satisfied with Russell services! 6/5 star realtor!

”

For us, the singular thing that was best about Russ was how evident it was all he cared about was making us happy and also getting the right home for our wants and needs. That meant pointing out flaws and weaknesses, utilizing his insight and experience to coach us where we lacked helpful information, being harsh negotiations to protect our interests -- the list has no end. Just trust that, no matter what, he wants to do what is best for you -- and the comfort that provides is immeasurably valuable.





# GELLMAN

## HOMES

[WWW.GELLMANHOMES.COM](http://WWW.GELLMANHOMES.COM)

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# GUIDE

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