

*Malinda Conley*



Your Guide to Selling Your Home

# We offer Solutions and Market your home at a fair price

\*We have access to professional designers to stage and assist in organization of your home prior to listing.

\*We employ high-end photographers and videographers to produce publication-worthy photographs and digital home tours.

\*We pay to advertise in the best media statistically proven to produce results.

\*We network with other local agents, past clients and our sphere to help produce a buyer as we are preparing your home for sale and while on the market.

\*We provide a Weekly Listing Snapshot to inform you of any new, pending or sold listings for the week in your area and price range. We also inform you of how many showings occurred for the week so we can best assess the performance of your listing.

\*We communicate with you. You will never be ill-informed of the progress of the sale of your home.



Certified Relocation and  
Transition Specialist



Certified Negotiation Experts



Certified Real Estate  
Divorce Specialist



Foreclosure and  
Short Sale Specialist



Certified Seniors  
Real Estate Specialist



Recommended Lending and  
Credit Repair Specialists

Denver Metro Expert Including All of the Surrounding Suburbs  
When you hire me, you hire a team of Remarkable Professionals  
working for you with knowledge and experience in all areas from  
neighborhood analysis to house hunting, expert contract  
negotiations, closing coordination, and beyond.

# Did you know?

Lack of communication is the #1 complaint sellers have about Real Estate agents. I offer you a communication guarantee throughout the entire selling process.

*The average real estate agent in Denver only works with a handful of buyers and sellers, selling only 3-5 houses each year. I sell an average of **20** homes per year and have done so since 2002. Because of this, I have an intrinsic knowledge of the Denver Metro area market.*

*Selling is an important and often complicated process. If you needed surgery, how would you choose your surgeon? For the same cost, would you choose a world class trained surgeon who performs dozens of operations a year? Or a local surgeon who does 3-5 operations a year, and has the minimum education to hold a license?*



### **Silver Listing Package 4.8% (Includes 2.8% Selling/Buying Agent)**

This is the plan for the seller on a budget. You'll receive more marketing, exposure, and service than a traditional discount listing broker without paying more!

*Inclusions (in addition to signs, MLS, and web placement):*

- Personal concierge service to walk you through every step in the process
- Professional high definition photos
- Budget of \$150 for social media and SEO ad placement
- Home emailed to our database of 80,000+. Those who engage are placed on a drip campaign for continued home promotion
- Personalized phone call to the top 25 active brokers in your area
- Text campaign to 100+ prospective buyers, brokers, and neighbors
- 1-2 for sale signs (depending on lot)
- MLS placement
- Premium web placement on consumer sites like Zillow, Realtor.com, Trulia, etc.
- Listing weekend open house featuring additional social media and SEO ads (if requested)



### **Gold Listing Package 5.2% (Includes 2.8% Selling/Buying Agent)**

- The Gold Package is for the seller who wants a blowout marketing and promotion package at a cost that most agents charge simply for MLS placement and servicing. Full service AND full exposure!

*Inclusions (in addition to everything in the Silver Package):*

- \$250.00 Credit for home cleaning either prior to launch or upon move out\*
- Complimentary consultation with a home stager\*
- Drone aerial photos (depending on the home)
- Professional walk through video
- Budget of \$250-500 for social media and SEO ad placement
- 25+ open house invitations hand delivered to prospective buyers
- 100+ postcards mailed to households most likely to purchase your home
- Personalized phone call to the top 100 active brokers in your area
- Voicemail drop to Reverse Prospect List curated from the MLS
- Text campaign to 1000+ prospective buyers, brokers, and neighbors

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# STEP BY STEP GUIDE - DETAILS

## Your Wants

- This is our initial free consultation where we sit down and discuss your wants, needs, and projected timelines. We are 100% “no-pressure” agents and we will move at your desired pace!

## Listing Contracts

- This will allow us to formally work together. It is required by law and allows us to look after your best interest throughout the process. At this time, we will determine what the listing price will be, complete the listing agreement, a few disclosures, and answer any questions you may have.

## Pictures

- We will pay for a professional photographer to come to your home to take some amazing photos! Since most buyers look for properties online, we will make sure your home is presented in the best way possible!

## Live on the Market

- Your home is now active on the MLS & on over 300 other websites! Now that we are live on the market, the showings will begin. During our initial meeting, we went over what to expect during this time. If you need a refresher, we have tips for you in a couple of pages.

## Offers!

- Once we receive your first offer, we will let you know. We will go over each and every offer that is received and determine if any counteroffers are needed. Once under contract, the title company will contact you for any loan payoff information you may have.

## Property Inspection

- The buyers will have the opportunity to have a full home inspection conducted on your home. If any issues are found, the buyers will have a chance to send you an Inspection Objection. This is where we help you with our master negotiation skills.

## Property Appraisal

- A home appraisal is ordered by the buyer's lender to determine value of the home. The lender will only lend the buyers the amount for which your home appraises. If needed, we will be there to re-negotiate.

## Closing!

- CONGRATULATIONS! You have sold your home! Closing will typically take about 1 ½ hours at the title company. Even though this is the last step, we will continue to be here to help with anything you may need!

# WHAT DO I PAY FOR?



**BUYERS**



**VS**



**SELLERS**

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## PRIOR TO CONTRACT

Earnest Money Available –  
Typically 1% of purchase price

- Staging (Optional)
- Pre-Inspection (Optional)
- Pre-Appraisal (Optional)

## UNDER CONTRACT

- Earnest Money Deposited
- Professional Home Inspection  
(Typically \$300-600)
- Appraisal (Typically \$400-600)

- Any inspection items they agree to  
repair or replace during the  
inspection resolution
- Any appraisal repair conditions

## AT CLOSING

- Loan Origination Fees
- Loan Discount Points (as  
applicable)
- Credit Report
- Pre-Paid Interest
- Underwriting & Processing Fees
- Pre-Pay Hazard Insurance
- Loan Closing Fees
- Escrows for taxes, insurance, HOA
- 1/2 Title Real Estate closing fee
- Title charges and recording fees
- HOA fees (as applicable)
- Administration Fees

- Real Estate Commissions
- Title Insurance Policy
- Final Water & Sewer
- Loan Payoff(s)
- Annual Taxes up to the day of  
closing
- HOA transfer charges (as  
applicable)
- Private tax transfer fees (as  
applicable)
- 1/2 Title Real Estate closing fee
- FHA/VA buyer non-allowables


*This is to be used as a guideline only. Actual costs may vary and depends on seller paid closing costs. We will create an Estimated Seller Net Sheet for you. We will review this together to ensure you are comfortable moving forward!*

# FREQUENTLY ASKED QUESTIONS


*I understand there are SO many question when it comes to selling a home. Hopefully, these will help cover some of them.*

*Please let me know anything we have not covered here!*


## HOW DO I KNOW WHAT MY HOME IS WORTH?

 Once I tour your home, we will discuss and determine fair market value. This will include analyzing available data on the MLS and comparing it to your home. We will look at recently sold homes, other current homes on the market, and compare it to similar homes in the area. I can then advise you on what I believe will be the best price and terms before listing your home on the market.


## HOW LONG WILL THIS TAKE?

 Every home is different and there are many factors that you will have to be aware of. This can include price, location, and needs of the buyers, **but** once you are under contract, typically your home will close within 30 days –I can work to get you more time in your home after the closing.


## WHAT THE HECK IS EARNEST MONEY?

 Earnest Money is typically be 1% of the purchase price and will be given by the buyer to the title company within three days after going under contract. Earnest money is the buyers “good faith” deposit and shows you that they are serious about their offer. This money will be credited back to the buyer at closing as long as all conditions are met! If they do not terminate the contract under certain objection deadlines, this money will be rewarded to you.

## WHAT IF I NEED TO BUY A HOME TOO?

 I can of course, and would be honored to help you purchase your next home! I am fully licensed and specialize in both buying and selling real estate in Colorado. I will help coordinate both closings and ensure that the sale of your house is contingent on you finding that perfect replacement home! I will be there with you every step of the way and make both transactions as smooth as possible! (Ask about my 1% listing to help you into your next home)

## DO I ATTEND THE HOME INSPECTION?

 During the buyer’s home inspection, I kindly ask that you are not present. This is a time for the Buyer and their Inspector to inspect the home on their own. If you and/or your agent is present, it could create some unwanted liability (which neither of us want!) It will typically take about 2-4 hours. Don’t worry, the inspector is registered and insured by the state of Colorado.

**Continued... >>>**



# FAQ'S CONTINUED...



## WHAT DO I DO FOR SHOWINGS?

Once we are live on the market, you will start having showings scheduled. You will be made aware of every showing at your house. Each showing will typically last for a ½ hour and you determine how much notice is required before each showing is scheduled. Please leave your home clean with the sink empty (no visible dishes), floors cleared of laundry, bathrooms cleaned, all lights turned on, etc. Please refer to our “checklist” on the next page.



## WHAT DO I HAVE TO TAKE CARE OF WHEN I MOVE?

There are only a few things that you must do yourself when you are ready to move. The title company will transfer your water & sewer service and any HOA transfer for you. Please make sure to notify your utility companies, including but not limited to gas, electric, cable, trash, homeowner's insurance and internet.

One last thing that your buyers will appreciate, is that you leave your home, yard, and garage as clean as possible.



## WHAT HAPPENS AT CLOSING?

This is where you will officially sell your home! Typically you will sit down at the title company with the buyer, their agent, Myself, and possibly the buyer's lender. There you will sign all the paperwork that transfers ownership from you to the buyer. Closing will typically last from one to two hours. Once the loan has been “funded”, the title company will wire you your proceeds!



## WHAT DO I HAVE TO BRING TO CLOSING?

You will need to bring two forms of ID (one of which being your valid state issued drivers license.) At least 24 hours before closing, the title company will send over the Settlement Statement. I will go over these numbers with you and advise you on all fees that are being charged. Please also make sure to bring your account information or a **voided check** so Title can wire your proceeds to you!



## WHAT DID WE MISS?

Do you have more questions? Please do let me know as this is a big moment in your life!

# GET READY FOR SHOWINGS

## Throughout the House

- Open the draperies, pull up the shades, and let in the sunlight.
- Remove clutter from each room to visually enlarge them.
- If you have a fireplace, highlight it in your decorating.
- Always keep your home dusted and vacuumed.
- Replace the carpet if it does not clean up well.
- Have a family game plan to get the home in order quickly if necessary.
- Air out your home for one half hour before showings, if possible.
- Lightly sprayout the house with air freshener so that it has a chance to diffuse before the buyer arrives.
- Put the family photos in storage.
- Improve traffic flow through every room by removing unnecessary furniture.
- Putty over and paint any nail holes or other mishaps in the walls.
- Paint all interior walls a neutral color to brighten the home and make it look bigger.
- Repair or replace any loose or damages wallpaper.
- Clean all light bulbs and light fixtures to brighten the home.
- Wash all windows inside and out.
- Make the most of your attic's potential.
- Remove and/or hide excess extension cords and exposed wires.
- Open doors to area you want potential buyers to see such as walk in closets, pantries, attic, etc.
- Remove all smoke and pet odors.
- Repair or replace banisters and handrails.
- Make sure that the beds are made, and the linens are clean.

## **In the Bathrooms**

- Do not leave towels around and wipe down the sinks and shower areas after each use.
- Re caulk the tub if the caulk is not sparkling white.
- Repair or replace broken tiles in the shower/tub.
- Replace shower curtains and keep them clean.
- Put out fresh towels and decorative soaps.

## **Outside**

- Always keep the yard mowed and raked.
- Use flowering plants to dress up the yard, walkway, and patio.
- Remove all toys, bicycles, tools, unsightly patio furniture, and trash from the yard.
- Paint all entrance doors.
- Fix and paint the garage door if necessary.
- Trees and shrubs should be trimmed and pruned.
- Use a new doormat.
- Be sure the front door and screen door works perfectly.

## **In the Kitchen**

- Microwave a small dish of vanilla twenty minutes before a showing and place it in an out of the way place.
- Highlight an eat in area in your kitchen with a table set for dinner.
- The kitchen and bathrooms should always be spotlessly clean.
- Expand your counter space by removing small appliances

# CONTACT INFO

*I am so excited to help you on this journey! Never hesitate to contact with ANY and ALL questions you may have!* Because it is my goal to make sure you are 100% satisfied, I pledge to do what I can to make your home buying process as stress-free as possible before and after the close, this is one of the reasons I purchase all clients a one year Home Warranty. My goal is to help educate, inform, prepare, organize and help you feel good about buying your new home.

*I am always be available by call, text or email!*



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[www.MileHighHomeExperts.com](http://www.MileHighHomeExperts.com)

and more information

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