

Pre-Listing Guide to

# **SELLING YOUR HOME IN *2019***

## **The Sellers Guide 2019**

Preparing Your Home to get the Best Value from the Market –  
It's a Team Effort.



Home Selling Guide

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## Home Selling Guide



## Agent Profile

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- I was a military spouse (Army) for 21 years
- Mother of 3, one with special needs
- Outdoor enthusiast and Colorado resident since 2001
- Realtor licensee since 2011, real estate investor of 9 years
- Full time, full service listing and buyers' agent
- Author of the military "PCS Guide" – and founder of the first military relocations review website [www.militarydutystations.com](http://www.militarydutystations.com)
- Member: PPAR (Pikes Peak Association of Realtors), CAR (Colorado Association of Realtors), National Association of Realtors
- Broker Associate: GRI, MCNE, ePro, MRP
- Fluent in German, English

Susanna Haynie, Realtor, call/text 719-321-0800, email: [susanna@co-regroup.com](mailto:susanna@co-regroup.com)  
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# Home Selling Process [\(Back to Table of Contents\)](#)

## THE SELLER'S ROADMAP



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### STRATEGIC PRICING

As difficult as it may be, it's important to review the market analysis and consider your home price objectively.



### MEET WITH A REAL ESTATE PROFESSIONAL

There's no commitment required on your part for the initial meeting. It will be educational and help you identify your next steps.

### ESTABLISH A PRICE

Your agent will provide a market analysis, which will help you set an asking price.

### PREPARE YOUR HOME

View your home through the eyes of the buyer and ask yourself what you'd expect. Your agent will offer some useful suggestions.

### LIST IT FOR SALE

When everything is in place your agent will put your home on the open market. It's critical you make it as easy as possible for potential buyers to view your home.



### SHOWINGS

Potential buyers may ask to see your home on short notice. It's best if you can accommodate these requests, you never want to miss a potential sale.

**CONGRATULATIONS!**

**YOU'VE SUCCESSFULLY SOLD YOUR HOME!**



### CLOSING

This is the transfer of funds and ownership. Depending on when the buyer moves into the home you will need to be all packed up and ready to move.

### FINAL DETAILS

While under contract, the buyer will work with their mortgage provider to finalize the loan and perform other due diligence.

### UNDER CONTRACT

At this point, you and the buyer have agreed to all of the terms of the offer and both parties have signed the agreements.

### OFFERS AND NEGOTIATION

If everything goes well, a buyer (and most often the agent who represents them) will present your agent with an offer.

### CHOOSING AN OFFER

Your agent will present the benefits and risks of each offer. You will have the opportunity to either accept or counter any offer based on its merits.

### INSPECTION

The buyer will usually perform a physical inspection of the home. They may even ask you to make certain repairs. Your agent will explain all of your options regarding the inspection.

If you are already working with a real estate professional please disregard this solicitation.



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# Our Customer Service Commitments

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- Consult with you regarding all your real estate needs.
- Maintain communication and answer any questions during the term of our Agreement and beyond.
- Analyze your needs while being sensitive to any special requirements.
- Explain the Listing Agreement and Agency forms.
- Provide disclosure forms.
- Explain local real estate practices and procedures.
- Present a written market value analysis of your home after a thorough study of current market conditions.
- [Develop and explain a powerful marketing plan](#) for the sale of your home.
- Advise on how to stage your home for showings.
- Promote your home to local and out-of-town buyers and fellow Realtors.
- Coordinate all appointments and showings.
- Present and explain all offers in a timely manner.
- Conscientiously facilitate the negotiations.
- Strive to obtain the best possible price and terms for you.
- Coordinate home and other applicable inspections.
- Explain closing procedures.
- Explain activities and responsibilities that occur after the sale.
- Follow-up on post-sale activities.
- Keep information confidential that you designate in writing as confidential.
- Treat all your referrals with the same care and service we offer you.

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Home Selling Guide

# Before you sell your home [\(Back to Table of Contents\)](#)

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We assembled a pre-listing guide because there are many questions about selling your home BEFORE you are ready to list. You're probably eager to know what your home is worth, but that might change after you make improvements and add proper staging to the home.

Uprooting your life is stressful, no matter what the circumstances. It is important to ask yourself the following questions. I'll need this information as well in order to give you an outstanding selling experience. The more I know about what you are looking for and need, the better it will be for your real estate journey.

1. Why are you moving?
2. How soon do you need to move?
3. What are you looking for in your REALTOR?
4. What would be an acceptable selling price for you?
5. What if your desired selling price?
6. What drew you to this home when you bought it?
7. What is your favorite feature of your home?
8. What do you like about the neighborhood?
9. What don't you like about it?
10. What would be the one thing this house still needs?



Home Selling Guide

## What my clients say [\(Back to Table of Contents\)](#)

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Susanna helped me so much in our house buying experience. She explained everything and had so much knowledge about everything. I'd give her 10 stars if I could!

**Deb Tibbitt, September 2018**

Susanna is the best, literally! She has been so giving with her time, energy and knowledge from the first time my wife and I visited Colorado Springs, showing us around and getting to know the lay of the land, until the time 7 months later when we decided to buy and she helped us through every step of the process to find the perfect home. We cannot recommend Susanna enough if you are looking to buy a home in the Springs. She's probably the best most qualified real estate agent in the area, No BS.

**Mark Andrews, March 2018**

Susanna made the frustrating task of finding and buying a house about as easy as humanly possible! She was always available to work around my work schedule, and was always honest and open with her expert opinion on houses we looked at. Once I decided to put down a bid, she walked me through the entire process and helped me avoid all the many pitfalls. I can't recommend her enough!!

**Robert Reeves, August 2018**

Susanna is an outstanding professional and an overall amazing person. She helped us buy AND sell a home in Colorado in a 3-year span. My wife and I are both in the Army and Susanna worked with us to buy our house in Colorado while we were both out of the country. She continually went out of her way to make the process as easy as possible and couldn't be happier with her!

**Ashley and Dillon B., November 2018**

Mrs. Haynie is real star. She will work very hard from start to finish. She does not have an attitude, she doesn't treat you as if she's doing you a favor, very kind good-hearted woman. We love you Susanna, God bless.

**Ryan Saltzman, September 2018**

**\*Find more reviews on [Google.com](#)**

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# Risk Free Listing Agreement [\(Back to Table of Contents\)](#)

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## Cancel at Any Time

- If for any reason we do not provide 100% satisfactory service, just let me know, and I will remedy the situation as soon as possible.
- If you still are not fully satisfied, and as long as the home is NOT under contract, I will release you from the listing agreement at no cost or obligation whatsoever to you.
- I am so sure that you'll not only be just satisfied, but actually delighted!

Questions? Email ([susanna@co-regroup.com](mailto:susanna@co-regroup.com)), call or text us (719)321-0800) anytime.



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Home Selling Guide

## 4 Key Home Selling Strategies [\(Back to Table of Contents\)](#)

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As a seller you have control over a few key elements:

1. **Prepare** your home and yourself
2. **Present** our home
3. **Price** your home accurately
4. **Promote** your home





Home Selling Guide

# 1. Prepare your home and yourself for the sale

## PREPARING YOURSELF FOR A SALE

It's important to get in the right mindset before putting your home on the market. Try to move forward as though you've already let go of your home, and now you are just living in your house until the next owner moves in. This will put you in a powerful position when negotiating your real estate transaction.

## PREPARING YOUR HOME FOR A SALE

### Step 1: Prepare your home ([click here to go to the checklists](#))

- Homebuyers will pay a premium of at least 5-7% more for an updated or upgraded home. To help maximize the value of your home, we have included [many suggestions at the end of this guide](#). It is possible to accomplish this without a major renovation.
- We will also consult with you about staging your home. We can provide additional suggestions and props if needed, and recommend professional stagers if desired.

### Step 2: Invest in a Home Inspection ([contact us for inspection professionals](#)):

- The number one deal killer in any real estate transaction is the home inspection. Why? Once you receive an offer for your property, 80% of the negotiation power shifts to the buyer.
- Having your home professionally inspected before you put it on the market lets you know about any potential issues with the property BEFORE you receive a purchase offer. This gives you a chance to remedy any issues before you list, and reduces surprises during contract. You can often save money (and reduce stress) when you take care of any problems before your home is under contract because you won't be up against a contract deadline.



## Home Selling Guide

<b>SELLER CONTROLS</b>	
VERSUS	
<b>SELLER DOES NOT CONTROL</b>	
Pricing	Neighborhood
Condition of Property	Location
Access to Property	Motivation of Competitors
	Market Conditions
	Buyer Expectations and Perceptions

**The best strategy: optimize the things in your control.**



## Home Selling Guide

## 2. Present your home to the market.

While location and your neighborhood are NOT in your control, you can control the presentation of your home. There are many things you can do to spruce up your home, this can and will affect the price you receive for your property and how fast you sell it.

Once your home is deep cleaned, decluttered, and staged, it is the professional photographer's turn.

Our goal is to make a prospective buyer say "Wow! What a house!" and compel them to come and visit. It just takes ONE buyer!

We accomplish this with professional photography because a picture speaks a thousand words! Good quality photos really make a difference.

Our photographer exclusively uses HDR photography on every property we list. With the majority of buyers starting their search online, these pictures have to be crisp and attention grabbing. These photos are also presented as a virtual tour.

**A home is only listed once the photographs are available.**



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## Home Selling Guide

### 3. Price: It's your power (until the market tells you otherwise)

***The true market value of your home is what a buyer is willing to pay for your home.***

- Based on today's market
- Based on today's competition
- Based on today's financing
- Based on today's economic conditions
- Based on the buyer's perception of the condition of the property
- Based on the location
- Based on normal marketing time

**[Click here to request a home value analysis](#)**

Deciding on the price can be one of the most difficult tasks when selling your home. You've called me in as an expert to sell your home, and to help you price it so it will sell. I recognize there are many reasons you may already have a certain price in mind.

**You might be considering:**

- **Your Original Purchase Price:**  
You paid market value when you purchased the home. However, markets change and today we have to deal with the current market conditions. If the market is higher than what you paid: wonderful! If the market is below what you paid: it's a new conversation because you could possibly lose money. It's time to evaluate how to move forward.

**[Click here to calculate how much money you might make from your home sale](#)**

- **Improvements:**  
Home improvements should be made for enjoyment and not resale. You cannot add an item to a home, select it to your style, use it, then expect a buyer to pay the original cost. Likewise, maintenance preserves the value, but does not create value. If you needed a new



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roof, it was a necessary maintenance requirement and cannot be added to the market price of your home.

- **The Cost to Rebuild Your Home Today:**  
Construction cost does not take into account market value either.
- **The Zestimate:**  
Zestimate is an average and consider the upgrades and condition of your home.
- **Tax Assessor's Value:**  
The assessor is always 2 years behind in valuation and therefore inaccurate.
- **Your Personal Attachment to the Property:**  
The factors above may influence the price in your mind. But as you can see, they really have nothing to do with what your home is actually worth in today's market. Over the years, we have often heard these comments from sellers. Although some of these comments may be true, they are not valid when deciding on the right home.

*"Another agent said it was worth more."*

*"People always offer less than the asking price."*

*"The buyers can always make an offer."*

*"My neighbor was able to get this price."*

*"My house is better than these other homes."*

*"We paid more than that for our home."*

## Risks of Overpricing

1. You will lose the excitement that a new listing generates.
2. You will lose the most qualified buying prospects.
3. Overpricing helps other more competitively priced homes sell first.
4. Your home may become stale on the market.
5. You lose a strong negotiating position.
6. If you do get an offer, the contract may fall through because of appraisal problems.



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# 4. Promote

## How buyers find your house



Everything we do online is mobile friendly and responsive design!



Co-RE Group has 2 strong websites:  
Co-Regroup.com with search function and lead capture  
Yourcoloradospringshouse.com with more than 25,000 visits a year



Home Buyers And Sellers  
All Internet sites are **MLS Driven!**



Syndication of listing to the top Real Estate searched websites.  
**Zillow, Trulia, Yahoo RE, Realtor.com, Homes.com and the Local MLS**



Strong social media campaigns:

- Facebook
- Twitter
- Instagram
- Youtube
- Google+

We are present in 2 real estate listing services – advertising to nearly 10,000 agents, plus social media sites



# Top 7 Seller Mistakes

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## 1. Pricing too high

It is no secret that price is everything. Overpricing does more to discourage buyers than any other single factor. When you overprice, you put your home in competition with homes that may be newer, larger or have more amenities than yours. You help your competition sell their home. *This leads to long days on the market and costs you money in the long run.*

## 2. Poor or “just okay” condition

A home that is not in TOP condition does not excite buyers. A home with subpar condition looks like a work project and a money pit to buyers. Having your home in good repair and great showing condition will significantly improve your chances for a sale at top dollar value. Anything that buyers have to do to the home will either turn them away, or they will reduce their offer significantly (usually up to 3 times the cost of the home repair).

Homes in top condition and that are staged will reach the highest sales prices.

## 3. Lacking curb appeal

Most buyers today want to drive by. If your home is an attractive drive-by, it will gain more attention and certainly more showings. Doing the little things to help your home's curb appeal will make a huge difference.

## 4. Overspending on improvements

Get your home in good showing condition, but don't overdo it. Huge projects such as complete kitchen remodels, adding decks, and expanding room sizes may not net you enough to recoup your investment.

## 5. Being at the house during showings

Make your home available for showings, even if they are short notice and inconvenient. When your home is being shown, go for a drive or a walk. Take





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yourself, your family and pets, and let the agent and their clients have the freedom they need. Buyers will be more at ease and much more likely to spend time looking at your home's features and benefits.

### **6. Not letting your agent do the negotiating.**

If there is ever a good reason to have a veteran agent working for you, it is during the negotiation of your home sale. A good negotiator can mean thousands of dollars to you, and will protect your interests.

### **7. Waiting too long to respond to offers.**

When you do get an offer on your home, act quickly and decisively. Letting offers sit around without acting can be a huge mistake. Things can change quickly in the mind of a prospective buyer. Responding promptly while the excitement and interest level are at a high point can be very important. A buyer's motivation level typically decreases with time. Buyers' remorse can even set in.

**Related Reading:** [10 Ways to Make Buyers Flee Your Home](#)



# Home Improvements and ROI [\(Back to Table of Contents\)](#)

PROJECT	COST		VALUE ADDED	COMMENTS
Kitchen	Low:	\$15,000	80 to 110%	Cost includes new cabinets and countertops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
	High:	\$20,000-up		
Bathroom	Low:	\$7,500	80 to 115%	Cost includes new fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
	High:	\$10,000		
Room Addition	Low:	\$30,000	50 to 110%	Depends on type of room; a family room or new master suite (don't forget to include cost of bath) will add much more value to a home than a private office or fourth bedroom.
	High:	\$40,000		
Converting an attic, basement or garage to living space	Low:	\$10,000	25 to 40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house, more value) and type of space created (family room or bedroom, more value than a gameroom or exercise area).
	High:	\$15,000-up		
Adding a deck	Low:	\$5,000	40 to 60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trelliswork) influence cost.
	High:	\$10,000-up		
Re-painted exterior	Low:	\$1,200	40 to 60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market: a new coat of paint probably adds the "best profit" to selling an older home.
	High:	\$1,500-up		
In-ground swimming pool	Low:	\$20,000	20 to 40%	Cost assumes an average-size pool (16' x 32') in a rectangular shape; value added depends on desirability to future owner (banks usually do not include pools in mortgage appraisals).



# Preparation Checklists [\(Back to Table of Contents\)](#)

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## The importance of [curb appeal](#):

Will Rogers once said you never get a second chance at a first impression. While Mr. Rogers was talking about people, the idea is also applicable to houses for sale. It is important to ensure that the first impression is a favorable one.

You'd be surprised by how many buyers pull up to a house for a showing and don't even get out of the car because the house is lacking in curb appeal. It's a good idea to begin your preparation efforts with the front of your house. Stand at the street and look at the house from a buyer's perspective.

## Exterior

- Remove clutter from front yard
- Wash or paint exterior if needed
- Clear yard equipment from lawn
- Mow and water lawn
- Weed yard and garden
- Prune trees & bushes so they don't touch the house
- Plant colorful flowers
- Clean front entrance, clean entryway
- Repaint or replace front door
- Fix broken windows, shutters, screens
- Polish door handles, address numbers, fixtures
- Replace worn or broken items
- Replace burnt out bulbs
- Replace welcome mat
- Wash all windows and floors
- Clean backyard
- Remove gardening equipment
- Clean outdoor grill, barbeque and lawn furniture
- Repair missing deck slats, concrete patio cracks
- Store items that make yard look cluttered are removed
- Make sure sprinklers and faucets are working
- Clean and repair pumps and filters for swimming pool, Jacuzzi®, and outdoor showers
- Clean ponds and fountains



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### Repairs

- Look high and low
- Make necessary repairs
- Remove debris from roof and gutters
- Inspect and clean chimney
- Repair/replace worn shingles
- Clean, paint and align gutters and downspouts
- Clean grease and old spills from driveway
- Check foundation for cracks and repair
- Caulk windows, tubs, showers and sinks
- Make sure toilets and faucets work well
- Touch up or repaint walls neutral color
- Replace switches and outlets that don't work

### Interior

#### *The absolute basics*

- **Air out your home.** You are the last person to notice any peculiar odor in your home that may be very obvious to visitors. Odors must be eliminated, especially those caused by dogs and cats, soiled diapers, and/or cigarettes.
- **Wash all the windows in the house.** Inside and out. While you're at it, clean the window sills and the bottom of the window jambs, and wash the blinds.
- **Keep your floors sparkling.** Shampoo your carpets or have them professionally cleaned. The uncarpeted floors should always be waxed or polished, even if they are supposed to be 'no wax' (I recommend Bona Polish for wood floors. They give your floors a shine without leaving a buildup)
- **Put bright light bulbs** in every socket made for a bulb. Buyers like bright and cheery rooms.
- **Clean out all of the closets, cabinets and drawers.** Buyers WILL look. Closets should look like they have enough room to hold additional items. Get everything off the floor and don't have shelves piled full to the ceiling.
- **Remove excess furniture, artwork, and photographs.**
- **Make the kitchen spotless.** Clean the oven and keep it that way, even if it means eating out more often. After cleaning the range, put new drip pans under the burners, or at least cover the old ones with foil.



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Clean around the seal of the door to the dishwasher and around other appliance-areas that trap dirt or grime.

- **Bathtubs, showers and sinks should be freshly caulked.** All the grout should be clean and in good condition. There should be no leaks in the faucets or traps. Put fresh towels out in the bathrooms and replace the shower curtain if needed.
- **Install new carpeting if needed.** Buyers would much rather have new carpet in a neutral color than a credit for new carpet installation after move in.
- If you have ever been in model homes, you know how good they look and how appealing they are because of it. Think Pottery Barn. When the homes have this kind of appeal, they sell quickly and usually for the highest price possible.

### ***A Few More Suggestions***

- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, off sidewalks, and away from the front porch.
- Clean the ashes out of the fireplace.
- Make sure that any pull-down staircases, such as to an attic, are working correctly. Be sure that there is a light in the attic.
- If you have a pool, it needs to be sparkling and free of leaves.

### ***For Those Willing to Go the Extra Mile***

- If your house is the least bit dated, change out the wallpaper in the entry, kitchen, or bathrooms and replace outdated light fixtures. These things will greatly add to your home's desirability.
- Put a fresh coat of paint on interior and/or exterior walls where needed.
- New appliances in the kitchen can be an exciting feature that can actually make the difference in a buyer choosing your home over another.



## Home Selling Guide

### It's Almost Showtime

Have you passed on all necessary home information and documents to your real estate agent? Your checklist looks like this, some items may not be applicable.

- Your most recent appraisal (if available)
- Your mortgage statement
- Complete a list of your favorite features of the property
- Complete a list of all new(er) upgrades in the home.
- Assemble all information pertaining to the home:
  - Instruction manuals, receipts of improvements, certificates, guarantees, warranties, paint colors, supplier information
- Any documents referring to taxes, special assessments
- Have extra key(s) ready for the lock-box
- Copy of ILC or Survey if applicable
- Copy of a floor plan, if available
- Have you ever had any mold in the home? Did you have it remediated? Do you have documentation?
- Gather all Common Interest Community Documents from your HOA. Is there a website? How much is your HOA fee? What services does it include?
- Party Wall Agreements
- Minutes of the most recent Annual Owners' Meeting (check the HOA website)
- Minutes of any directors' meetings within the past 6 months (maybe online)
- Most recent financial documents (annual balance sheet, annual income and expenditure statement, annual budget, reserve study)
- Complete Sellers Property Disclosure Form, and Square Footage Disclosure Form (if the home is older than 1978 there are other forms to sign as well)
- If the home is a rental or any part of it is rented – copy of any leases
- If you have leased items in your home that will convey, have copy of the lease documents available as well.
- HOME OWNERS ASSOCIATION DOCUMENTS! EVERYTHING YOU CAN FIND!**