

SELL COLORADO

How to Put Your Listing on the Map



FIND



COLORADO

REAL ESTATE



With Find Colorado you will have a SOLD sign out front in no time!

We are thrilled that you have chosen us to help you through the listing process. At Find Colorado we have an old fashioned commitment to customer satisfaction and an innovative approach to secure you the most money for your home. To begin, we collaborate to find an agreeable but competitive price for your property. Next we get your home in front of thousands of potential buyers, and we do it in style with tech savvy marketing. We negotiate with buyers on your behalf and once you are under contract we walk you through the rest of the sale with all-inclusive service.

This guide will serve as a road map for your home selling journey. Your Find Colorado agent will be there every step of the way, making sure you have the knowledge and confidence needed to achieve your property sale goals.

INSIDE YOU WILL FIND THE FOLLOWING RESOURCES:

- Find Colorado **listing options** - pg. 2
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LISTING OPTIONS



OPEN MARKET SALE

You can maximize your net profit by relying on our exceptional service, proven process and marketing advantage.



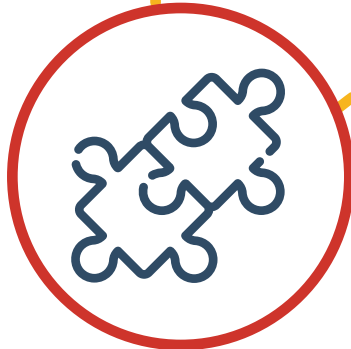
SELLING AND BUYING?

We can recommend lenders who will help you close on a new home before listing your old, which has several advantages. Or, if you want to simultaneously buy and sell, we'll help you strategize the best plan of action to ensure a smooth transition.



CASH SALE

We work with local cash buyers to achieve quick, as-is sales with minimal real estate fees.



OTHER UNIQUE CIRCUMSTANCES?

Even after selling hundreds of homes, we still see each listing as unique. We are happy to work with your situation and make a listing plan suited to your needs.



MEET THE **FIND COLORADO** TEAM

Davis Van Tilburg

Managing Broker & Owner

970.612.8999 • Davis@FindColorado.com



Davis is a Colorado native and graduate of CSU. He has always been drawn to real estate, both personally and as an investor. Davis loves negotiating the best deals for his clients, skiing, and working on home renovations & cars.

Eileen Van Tilburg

Real Estate Broker & Owner

970.368.3668 • Eileen@FindColorado.com



Another CSU graduate, Colorado native and the inspiration behind Find Colorado, Eileen is rapidly gaining notoriety as a fast and reliable listing broker who makes selling homes look easy! She enjoys teaching yoga, camping, and hiking outdoors.

Jeremy Mitchell

Real Estate Broker

970.646.2507 • Jeremy@FindColorado.com



Jeremy is a Louisiana transplant who found Colorado 10 years ago. He is ecstatic to raise his family here while helping his clients achieve their real estate goals.

Justin Greco

Real Estate Broker

970.980.8488 • Justin@FindColorado.com



Justin is a born-and-raised Northern Colorado guy who's also chosen to raise his own family here. His personal interest in real estate became a passion when he realized he could help people reach their goals using skills honed in his engineering career.

Claire Erickson

Real Estate Broker

970.717.0114 • Claire@FindColorado.com



Claire combines her degree in psychology from CSU with her adaptability and negotiation skills to accomplish her client's goals. You might find her paddle boarding, running, practicing yoga, or cultivating genuine relationships with her clients, friends and family.

Connie Gibbs

Team Coordinator

970.344.9288 • Connie@FindColorado.com



Connie has worked in customer service and Colorado real estate for over 25 years. She greatly enjoys helping people search for and find a home they will love.

Grant Johnson

Marketing Specialist

970.439.2479 • Grant@CurlySproutCreative.com



Grant graduated from CSU with Davis, where he mastered marketing and design. He and his team are the creative force behind this guide and other Find Colorado marketing tools.

Gina Wilson

Transaction Coordinator

720.466.3222 • Gina@Sidekick-Services.com



Gina has over 20 years of real estate experience and enjoys taking care of the details, allowing real estate agents to focus on what they do best- serving you! She enjoys learning something new every day, the beach, gardening, and watching movies with her family.

FIND YOUR **MARKETING ADVANTAGE**

STAGING

At Find Colorado, we've seen the powerful effect staging has on listings. So, on our behalf, a professional stager can come to your home and offer you custom staging and decorating advice.

FABULOUS PHOTOGRAPHY

Find Colorado works with tried-and-tested professional photographers who consistently take beautiful, high-quality photos that will make your listing memorable.

DRONE PHOTOGRAPHY & VIDEOGRAPHY

By capturing your property from the air, we can highlight some of its most marketable assets: neighborhood and outdoor features like pools, porches, and views.



LISTING FLIERS

Your listing will captivate buyers with an engaging headline, beautiful photographs, and a well-honed description that highlights your home's best features.



1612 ALPINE AVENUE

Berthoud, CO 80513 | \$540,000

A conveniently located 4 bed, 3.5 bath built in 2015 in the Gateway Park neighborhood, this home features an office, vaulted ceilings, mountain views and a southern exposure to create a sunny and spacious work-from-home setting. When it's time for a break, follow the walking path through the nearby park to the pond that sustainably supplies the home's sprinklers, take advantage of the installed hot tub connection, or set up your hobby space in the finished basement. Mature raspberry bushes and no metro taxes give a nice taste of the rural life. Give us a call to tour this well-maintained home the moment it hits the market.



Please call, text or email

970.646.2507

Jeremy@FindColorado.com

JEREMY MITCHELL
Real Estate Broker



SYNDICATION

We make sure your listing gets in front of thousands of potential buyers by syndicating the standard MLS listing with hundreds of real estate sites like Zillow, Realtor.com, Homes.com, and Trulia.



The majority of buyers are looking for properties online, and Zillow is the most popular real estate site for that purpose. As Zillow Premier Agents, we leverage this powerful tool to get buyers excited about your listing. We use the Zillow “coming soon” feature to drum up interest before your property is even listed, and we also promote Zillow 3D video tours.

SOCIAL MEDIA

Social media is one of the best ways to broadcast your listing to a large audience. We make it easy for you to share the listing, including pictures and videos, with your network. We also buy geo-targeted ads on Facebook Marketplace where we feature each listing.





 **Matterport**

3D HOME TOURS

Listings that include virtual walkthroughs sell faster and are “saved” more often by online shoppers. We ensure each of our listings has a Zillow 3D Home tour, and we often use Matterport technologies for high quality virtual tours.



We help you coordinate showings with a 24-hour showing service called ShowingTime. It provides live-person support available by text or call, and an app to track showings and receive feedback. Additionally, if it suits you and your listing, we will host an open house on your behalf.



PRICE OPTIMIZATION

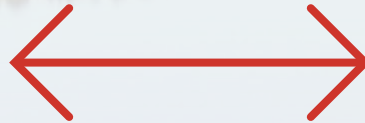


BUYERS

Want a lower price

BUT

If you price too low you
could lose value



SELLERS

Want a higher price

BUT

If you price too high you
could lose potential buyers

HOME CONDITION

Your property's condition, age and features collectively impact its value. Making home improvements can help raise your property's appraised value and its appeal to buyers.



PRO TIP

Consider how price brackets work in **online home searches**. For instance, we probably won't list a home at \$505k when many buyers will only consider "up to \$500k".

MARKETING

An intriguing online listing will inspire buyers to schedule a showing. With Find Colorado, your listing will impress buyers with professional photography & videography, drone footage, 3D tours, and a persuasive listing title and description.

ECONOMIC CONDITIONS

Big-picture economic trends and local supply and demand conditions all play a role in how willing people are to buy at what price point. We will share our knowledge of current market conditions and discuss how they may affect your sale.

NAVIGATING THE **HOME SELLING PROCESS**



OFFERS, NEGOTIATION & CONTRACT

We will review offers together and move forward with one. Then we'll work on your behalf to negotiate the terms of the contract, achieve the best price possible, and set a closing date.

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UNDER CONTRACT

Now the buyer will order an inspection, and their bank will order an appraisal. You should begin packing and planning your move.

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CELEBRATE!

Congratulations, you officially sold your home! Please leave your Find Colorado agent a review and let us know if we can partner with you in the future.



ADDITIONAL DETAILS

There may be some final hurdles to clear before closing day, but we are ready to guide you over them. The buyer's inspection could lead to more negotiations, and you may end up addressing some repairs or compensating the buyer for them. Don't worry, you have options!

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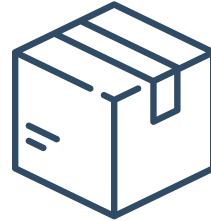
CLOSING

The title company will facilitate the closing, and present all real estate and loan documents needed for the transfer of ownership.

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MAKE IT **SHINE**

Cleaning and decluttering are the most important things you can do to get ready for buyers' discerning eyes and noses.



Start by boxing up knick-knacks, toys and personal items so the house appears more spacious.

Clean like crazy, or hire someone who will! Focus first on the kitchen, bathroom, and living room.



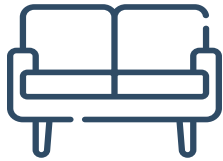
STRATEGIC CLEANING CHECKLIST

- ☐ Floors: vacuum rugs, deep-clean carpets, mop & clean grout
- ☐ Windows: inside, out, & in between (the sill, track and blinds)
- ☐ Sinks, toilets, tubs/showers, and showerheads
- ☐ Appliances: scrub the fridge, oven, microwave & stove
- ☐ Baseboards, walls & doors
- ☐ Cupboards, closets, cabinets, drawers & ceiling fixtures
- ☐ Remove: handprints, cobwebs & pet hair
- ☐ Air the place out

EMBRACE **STAGING**

At Find Colorado, we hire a **professional stager for every listing** who will give you unique suggestions on how you can stage and arrange furniture to maximum effect. But, if you want to get a head start, consider the following tips.

Begin staging where it's most effective:
the living room, master bedroom and kitchen.



Reduce the amount of furniture in each room to give the impression of more space.

Keep in mind: the more standard your decor is, the easier it is for buyers to visualize themselves and their things in the home.

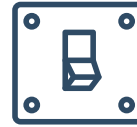


Brighten things up:

- Paint walls neutral colors
- Open shades, blinds and curtains
- Maximize the number and quality of light fixtures and bulbs



DO SOME **HOME IMPROVEMENT**



Clean and replace broken switches and plates.



Repair leaky faucets, and caulk sinks, showers, and bathtubs.



Patch walls and touch up paint throughout the house.



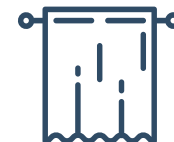
Check for sticky or creaking doors and windows.



Add storage options and closet organizers.



Paint kitchen cabinets and install a new backsplash.



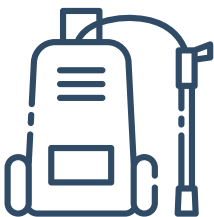
Update outdated cabinet handles, light fixtures, faucets, and window treatments.

ENHANCE YOUR **CURB APPEAL**



Mow the lawn, edge and trim the borders. Cut back overgrown trees and shrubbery.

Paint the front door, porch railings and other trim.



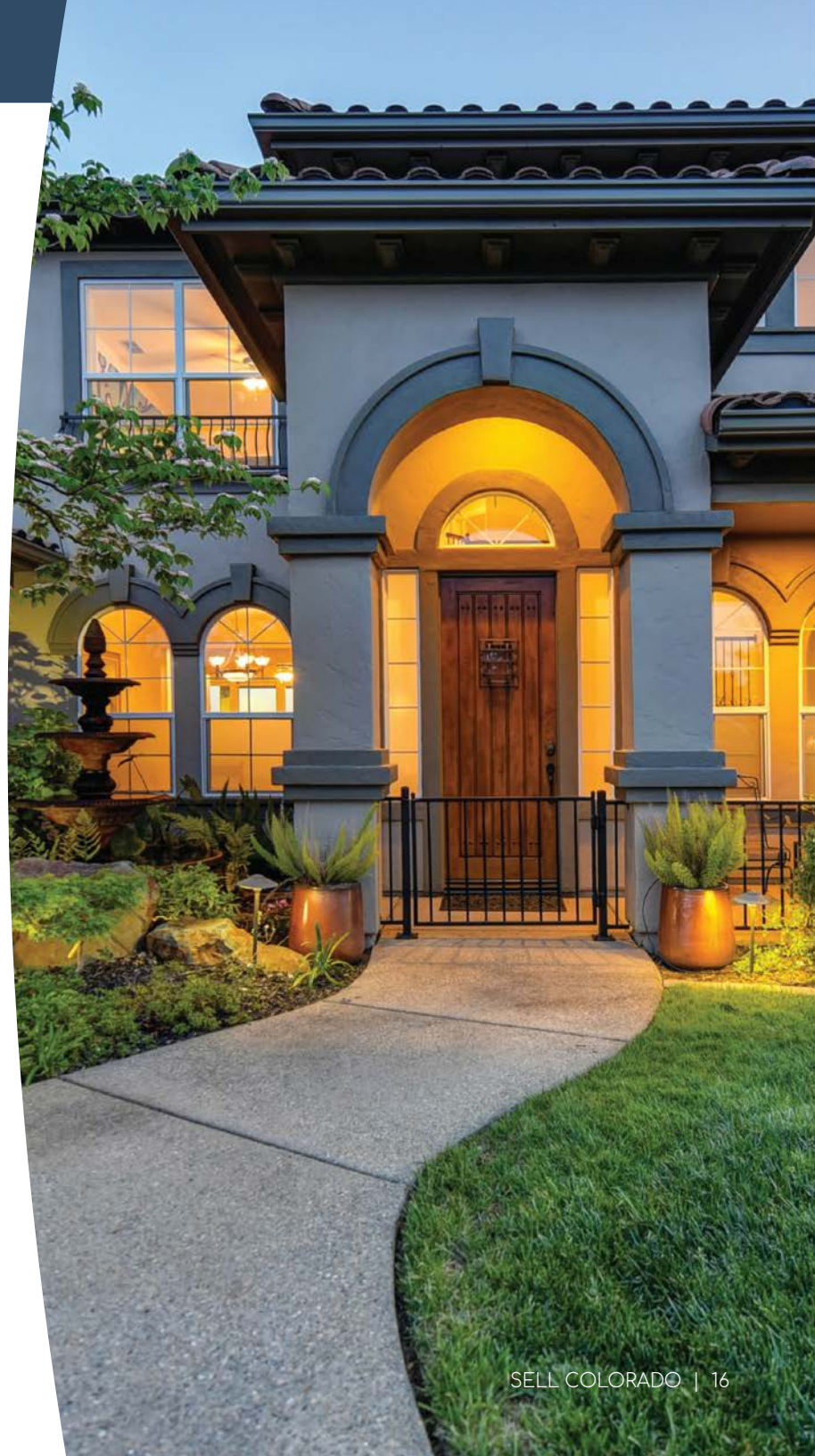
Power-wash the house, fences and walkways.

Add mulch and flowers to landscaping. Spruce up the front porch with planters and furniture.



DON'T FORGET THE FINISHING TOUCHES

- ☐ Put out fresh flowers and a colorful bowl of fruit
- ☐ Turn on the lights
- ☐ Polish fingerprints off stainless steel appliances
- ☐ Don't use scented candles or air fresheners



SEALING THE DEAL:

MOVING FROM UNDER CONTRACT TO CLOSED



UNDER CONTRACT

- **Inspection:** The buyer may formally request the correction of issues brought to light by the inspection. Your agent will help you find an agreeable solution, whether it's recommending a reputable contractor, crediting the buyer at closing, or declining some of the proposed corrections.
- **Appraisal:** If an appraisal comes in low then we are prepared to help you understand your options.
- **Administrative details:** Relax as your Find Colorado support staff process all forms required prior to closing.

CLOSING DAY

- The **title company will facilitate** the closing and present all real estate and loan documents needed for the transfer of ownership. Your agent will fully prepare you for this meeting.
- Bring **keys, garage door openers, and lock codes** to transfer to the buyer.
- Bring your current **driver's license or passport** as identification.
- Bring a cashier's check or certified check to cover **closing costs**. If you choose to wire funds, please call the title company directly for instructions.
- Wait until after the transfer of ownership to cancel your **homeowner's insurance policy**.
- Your recommendation and referrals are the greatest compliment we could receive. **Please leave us a review** on any or all of these sites: Zillow, Facebook, Google or Yelp.



A FEW WORDS FROM **OUR CLIENTS**



Your team made it simple for our transition from California to Colorado. You guys ROCK! We would not be in the home we are in today if it were not for your hard work and dedication. Thank you so much!"



This team worked hard to provide the best possible experience as I went through the purchase process. It was stressful at times and they were there to walk me through any concerns I had day or night. Even after the deal was done they went ABOVE and BEYOND to make sure everything was absolutely great. I highly recommend, highly, highly recommend."



Find Colorado made it painless for us to find and buy our first investment home. Smooth! They showed us a total of four homes. They dug deeper into matters and suggested reasons why some were not suitable. They also pointed out advantages to the one we ended up buying. Sound advice was given all along the way. I recommend them to anyone!"



Thank you for the professional and thoughtful experience with my home purchase!! You have a wonderful and supportive team that know how to get things done in a quick and efficient way."



We were selling our house and relocating from another county. This presented several challenges, but they understood all of our concerns. They took video walk-thrus of several properties before we found our next house. We couldn't have asked for a better outcome"

YOUR LISTING PACKAGE

- Listing Consultation & Expert Timing Advice
 - In-Depth Pricing Analysis
 - Initial Staging Consultation
 - Professional Photography
 - Drone Videography & Photography*
 - Matterport 3D Home Tour*
 - Zillow Premier Agent Benefits
 - Zillow 3D Home Tour
 - MLS Listing & Syndication
 - Dedicated Website: FindColorado.com
 - FOR SALE Sign & Listing Fliers
 - Facebook Advertising
 - Open House Support*
 - User-Friendly Showing Service
 - Negotiations on Your Behalf
 - Home Repair Referrals (Cleaning & Handyman)
 - Under Contract Administrative Support
- * if applicable*

FIND COLORADO **FOR GOOD**

As part of our commitment to building strong Colorado communities, we support our community by annually donating a portion of our profits to local foundations and charities. Thank you for your support, we look forward to working together to make Colorado a better home for all.



PARTNERSHIP FOR
AGE-FRIENDLY
COMMUNITIES





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