

LET'S SELL YOUR HOME!



YOUR CASTLE
REAL ESTATE



**Established
In 2004**



**Exclusive market
knowledge**



**Largest independent
company**



**7th overall largest
real estate company**



**5th fastest growing
real estate company**

Established in 2004, Your Castle Real Estate has grown to become the largest independent and 7th overall largest real estate company on the Front Range, with a current network of more than 500 agents in seven offices.

In the past few years, Your Castle has appeared in several publications including recent awards from the Denver Business Journal and Inc. 5000 as the finalists for the Fastest Growing Private Companies regionally and nationally. Currently we are the 157th largest and 5th fastest growing real estate company in the country.

At Your Castle, we are passionate about delivering exceptional consumer experiences. By offering a complete suite of real estate services, we ensure that we meet our consumers' every need. From sales and rentals, to commercial and new builds, we have experts in every field to guide you skillfully from beginning to the end of your real estate journey. We believe that access to the best and most timely information can dramatically shape your decisions and no one does more research on the local housing market than Your Castle. Today's consumer needs a trusted resource that can separate signal from noise and help them navigate the complex process that real estate has become.

With our extensive knowledge in every aspect of the field, and fueled by consumer research and insights, we are the go-to source for information and education.

**Rob Classen, REALTOR®**

Team Lead

720-320-6666

Liz McCormack, REALTOR®

Team Member

303-907-5642

Mission

We promise to listen to you and truly understand your motivations & priorities. Only then can we consult with you in buying / selling your next home. We promise to fully explain any situation thoroughly, putting you in the strongest negotiating position possible. Hopefully, we will remove the stress that comes by strengthening your confidence in us and arming you with the knowledge and wisdom you need to make this an enjoyable process.

About Rob

I am a highly creative person with a very positive mindset. I love working in a fast paced environment with deadlines. My only goal is to help my family, friends & clients reach their own real estate goals. I enjoy fishing, soccer, camping, coaching, hiking, skiing and spending as much time as possible with my wife and 2 college boys.

About Liz

I enjoy giving my clients the most precise and up-to-date feedback on the state of the market, its trends, comparable sales and property values, giving them a realistic outlook on what they can expect to achieve in today's market. I have been an Arvada resident since 1991, I am an enthusiastic member of the community, enjoy hanging out with my three children, playing soccer, hiking, being in the mountains and showing clients the best Denver has to offer.

SELLING YOUR HOME IN SIX STEPS.

1. **Selling Consultation**
2. **Develop Pricing Strategy**
3. **Develop Marketing Strategy**
4. **Implement Customized Marketing Plan**
5. **Understanding Your Role**
6. **Negotiating the Purchase Contract**



STEP 1

SELLING CONSULTATION



There are three types of agency relationship between parties in a real estate transaction

Seller's

Buyer's

Transaction

Seller's Agent

A seller's agent (or listing agent) works solely on behalf of the seller to promote the interests of the seller with the utmost good faith, loyalty and fidelity. The agent negotiates on behalf of and acts as an advocate for the seller.

Buyer's Agent

A buyer's agent works solely on behalf of the buyer to promote the interests of the buyer with the utmost good faith, loyalty and fidelity. The agent negotiates on behalf of and acts as an advocate for the buyer.

Transaction Broker

A transaction broker assists the buyer or seller or both throughout a real estate transaction without being an agent or advocate for any of the parties.



Let's determine your needs.

Motivation - Why have you decided to sell your home?

Timing - Are you flexible in timing or are we working towards closing before a certain date?

Decision Making - Will anyone else (family member, financial advisor) be involved?

Communication - How often would you like updates and what is the best way to contact you?

Previous Selling Experiences - What went well and what didn't go so well?

Personal Property - Are you planning to include any personal property in the sale?

Condition of Home - Any problems with the property that will need to be disclosed?

Relocating - Can we assist you in purchasing a new home?

Concerns - Are there any general concerns you would like to discuss?



Let's learn about your home.

1. What will you miss most about your home?
2. What will you miss most about the location?
3. What are some favorite features about your home?
4. What compliments have friends and neighbors made about your home?
5. What characteristics do you feel make your home unique when compared to others?
6. Who do you consider to be the target market for your home?

Let's fix any issues.

Two things we do when we list your home is

- Order a **Preliminary Title Report**
- Fill out a **Seller's Property Condition Disclosure**

These documents will answer or confirm some questions below and the purpose is to get started on the right foot so we can be proactive.

1. With pricing in our market, will we be close to a potential **short sale**?
2. Does your current mortgage have a **pre-payment** penalty?
3. Are there any **liens** on your home?
4. Are there any **easements** or **encroachments** associated with your home?
5. Is there an HOA?
 - What are the **fees** and is there a **transfer fee**?
6. Is there any **litigation** associated directly with your home or the HOA?
7. Are there any **assessments** coming up or pending with the HOA?
8. Are there any **physical issues** with your home?
9. Have you had to do major **repairs** to your home?



STEP 2

DEVELOP PRICING STRATEGY



What happens when your home is...

Priced too low

We want to be careful not to price the home too low so we don't leave money on the table. Our goal is to get you as much money as we can.

Priced too high

We don't want to price your home too high either. Homes that are priced too high produce far less showings and offers are low.

Accurately priced

Pricing a home accurately is the best way to ensure that your home can sell in the shortest time yet achieving the best price possible for you.



Market conditions that impact the value of your home

- Interest rates
- National and regional economic conditions
- Buyer demand
- Seasonal demand
- Availability of competing properties
- Prices of recently sold properties

Physical factors that impact the value of your home

- Location
- Home size
- Lot size
- Architectural design
- Floor plan
- Age
- Amenities and condition

Buyers have been watching the market closely and are out there looking at all the inventory so they know the market trends. If your price is within the range of your market, buyers will come look at your home.

If your home is priced too high, it's likely they'll skip it. In fact, your high price makes your competition look good and their house will get sold faster.

If you had time to only see three homes in this neighborhood, which three would you go see?



List price: \$443,000



List price: \$550,000



List price: \$435,000



List price: \$500,000



List price: \$430,000



List price: \$440,000

If you price your home at **fair market value**, you will see good activity and a good amount of buyer interest.

If you price your home **too high**, the fewer showings you will have.

If you price your home **too low**, you will get an increase in showings and may end up receiving multiple offers with buyers attempting to outbid each other.

PERCENT OF BUYERS WHO WILL VIEW PROPERTY

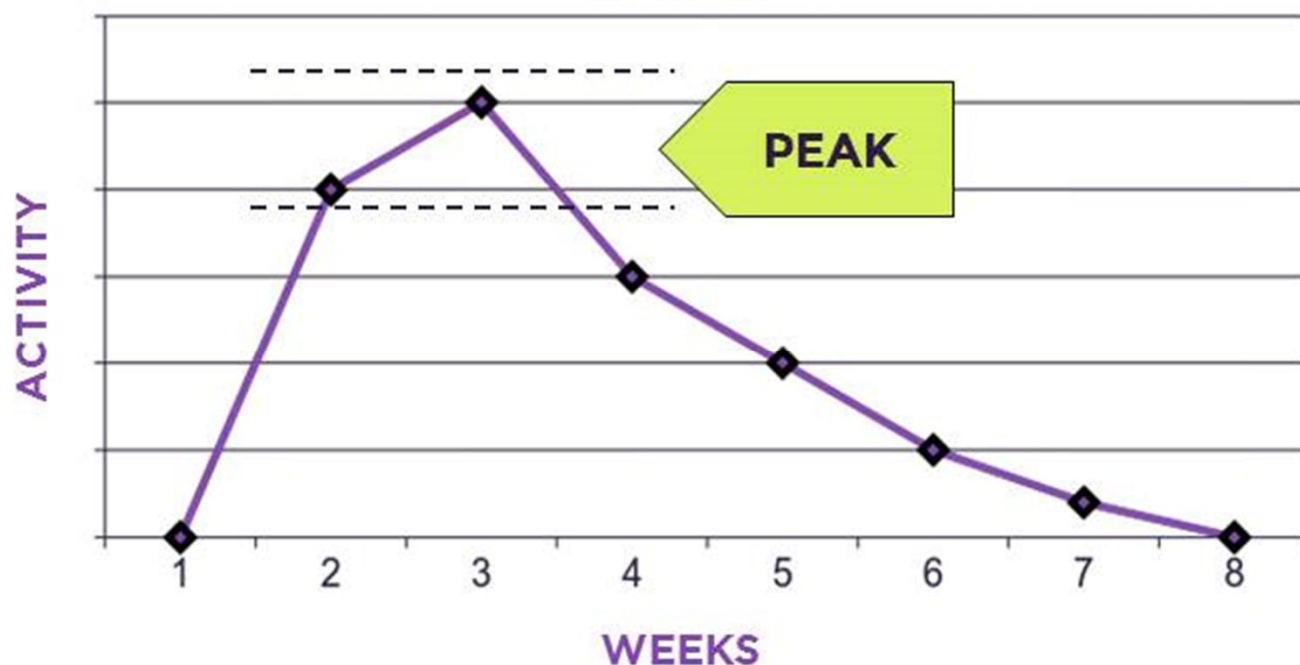


When a new home is listed for sale, our network of 500+ agents at Your Castle plus other local working agents will see it on the market right away. Interest will build quickly with a **peak at about 2-3 weeks out**.

However, if your home is not priced right, it will stay on the market longer and if it's on the market too long, there's a chance the activity of inquiries and showings will start to decrease rapidly. When homes are on the market too long, it's seen as if there's something "wrong" with your home. **Your home may eventually sell below market value due to delays.**

THE EXCITEMENT OF A "NEW ON MARKET" LISTING

TIMING

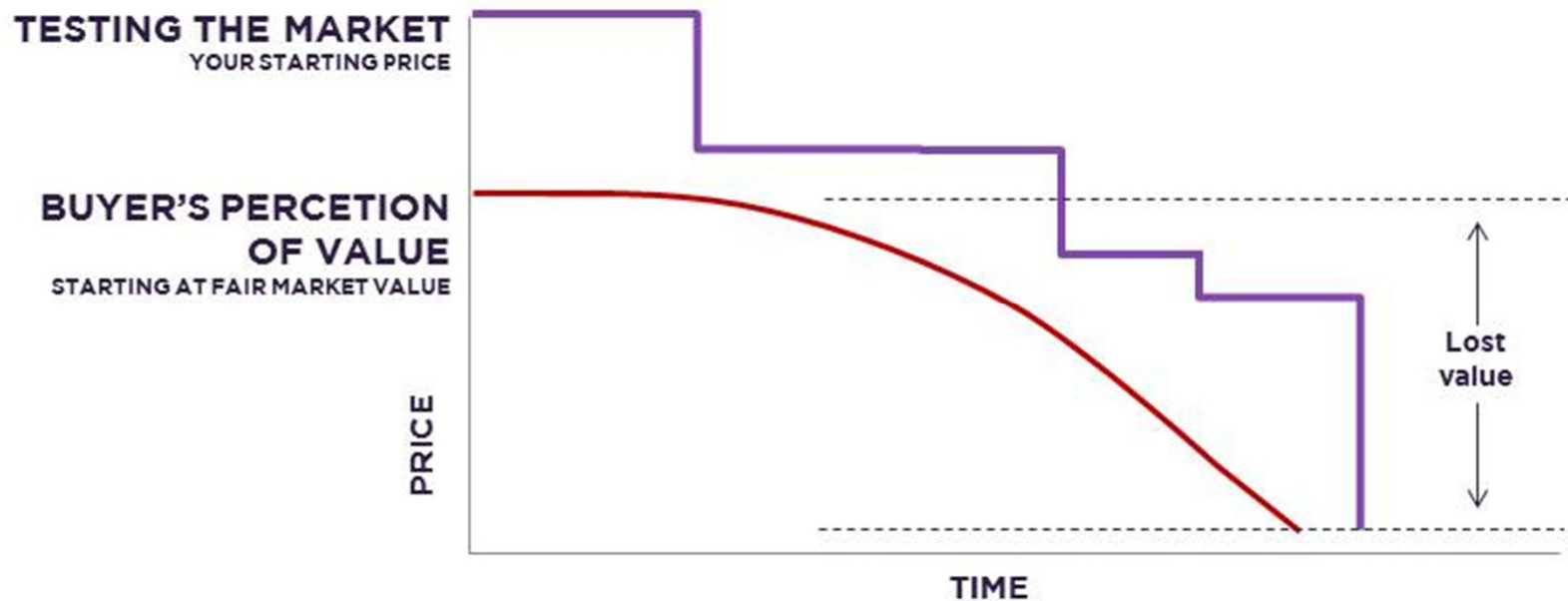


A common mistake sellers make is pricing their home high in the beginning to test the market. Many seller's thoughts are **"we can always lower the price"** or **"we need to build in a cushion for negotiation"**.

Unfortunately, most of the showing activity occurs when the home is first listed and because the price is too high, it can drive buyers away. Remember, they've done their research on the market.

When a home is on the market too long, buyers typically feel that they should pay less for a home. At that point, you might have to face the possibility of being forced to sell your home for less.

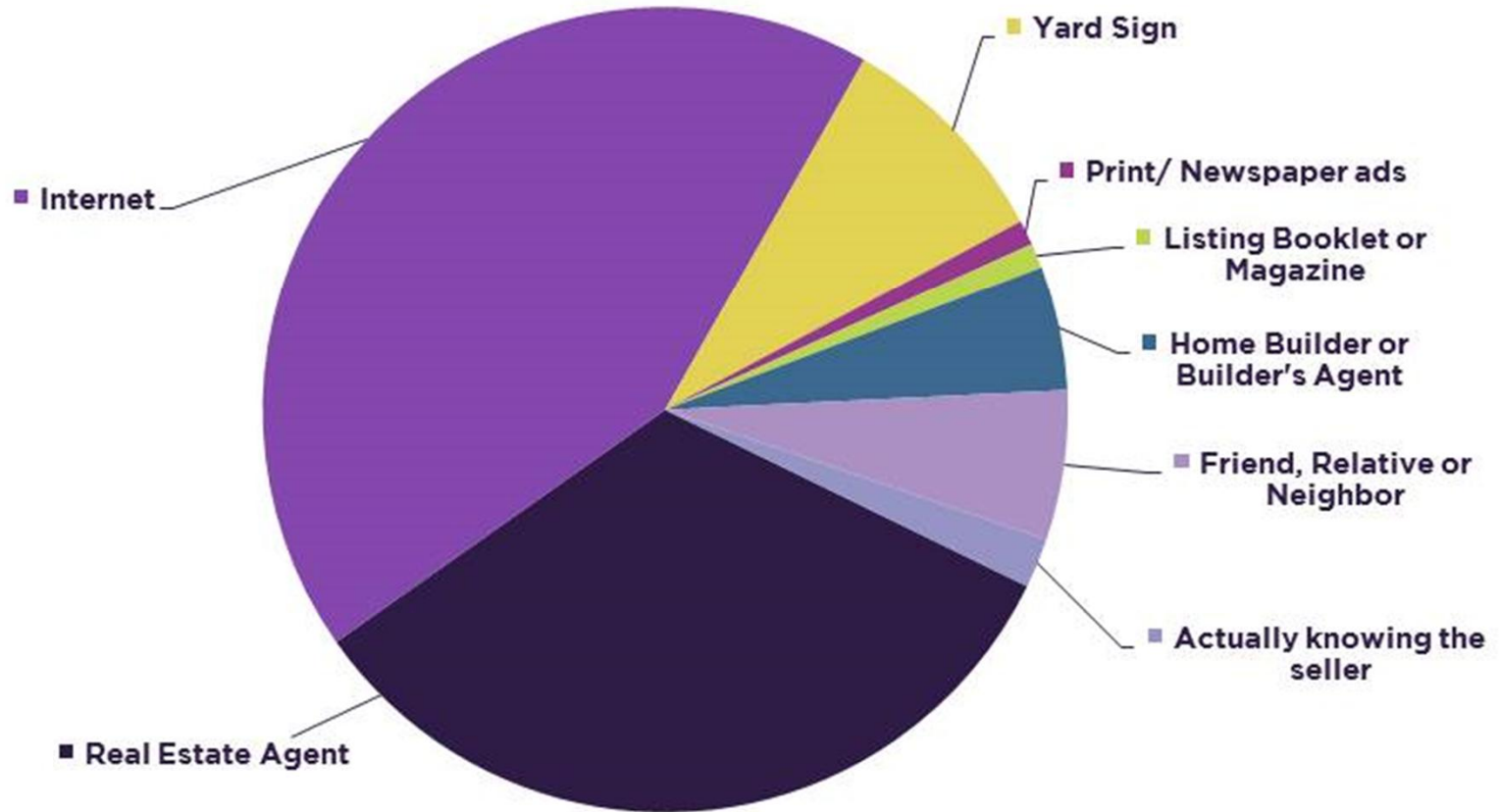
VALUE OF YOUR HOME VS TESTING THE MARKET



Step 3

DEVELOP MARKETING STRATEGY

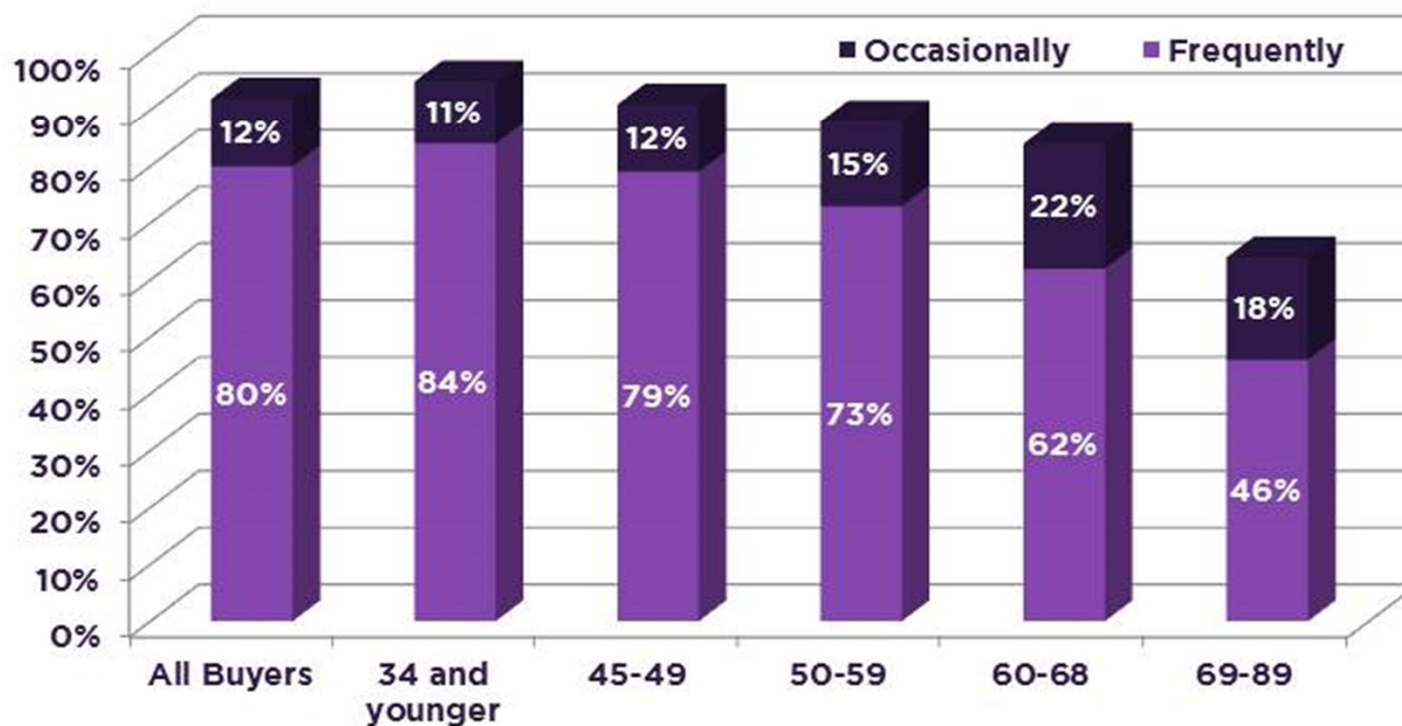
87% of home sales are generated from market efforts of a real estate professional



It's common for a buyer to search for homes online. As shown in the previous pie chart, **37% of buyers find their purchased home through the internet** but **over 90% of buyers search online for their homes**.

Good news for you, we have a strategic online marketing plan that can make your home stand out.

USE OF INTERNET TO SEARCH FOR HOMES BY AGE GROUPS



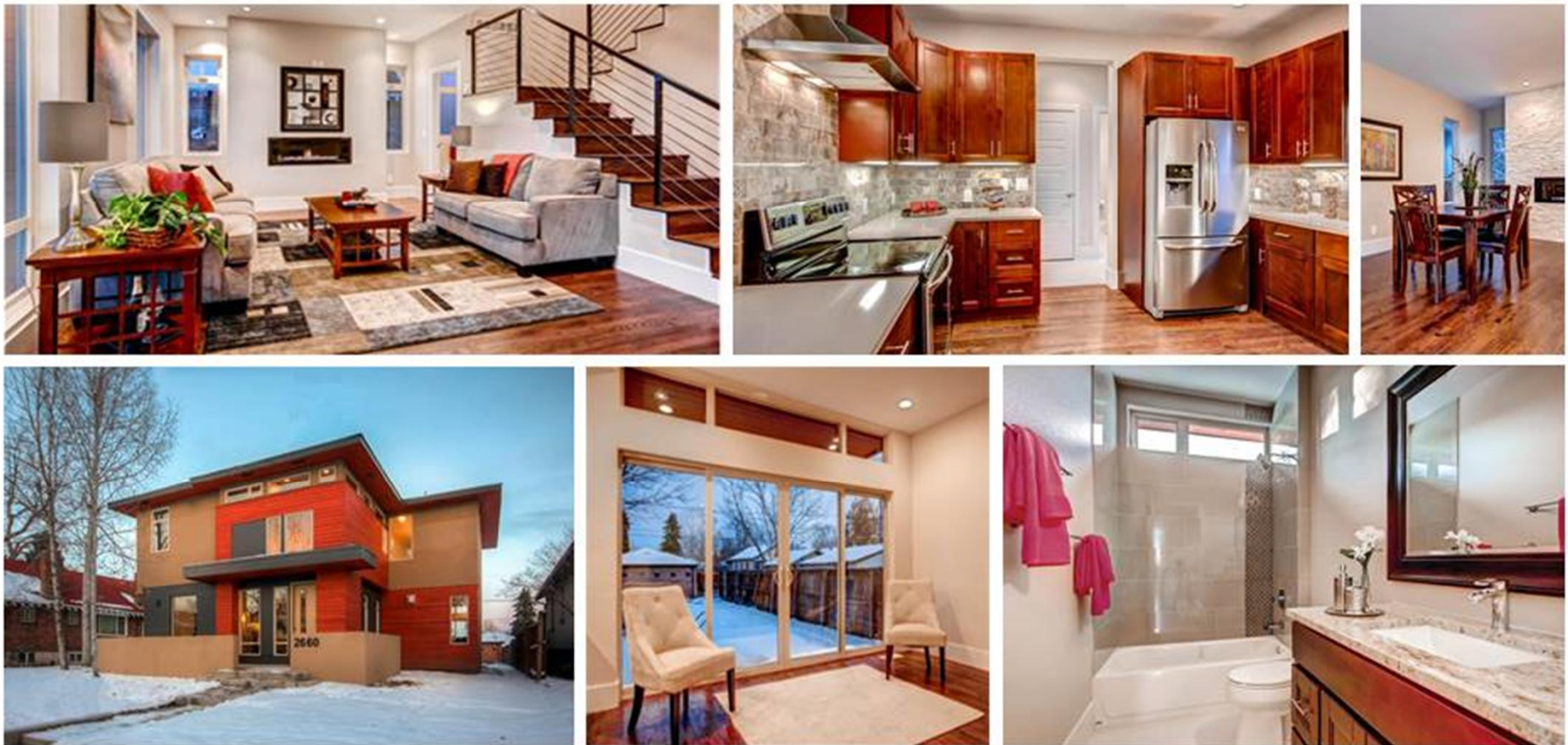
STEP 4

IMPLEMENT CUSTOMIZED MARKETING PLAN

You only have one chance to make a good first impression with a potential buyer, so it's important to have your home photographed professionally.

These photos appear on MLS, Realtor.com, a unique website, and other optional syndicated home search websites.

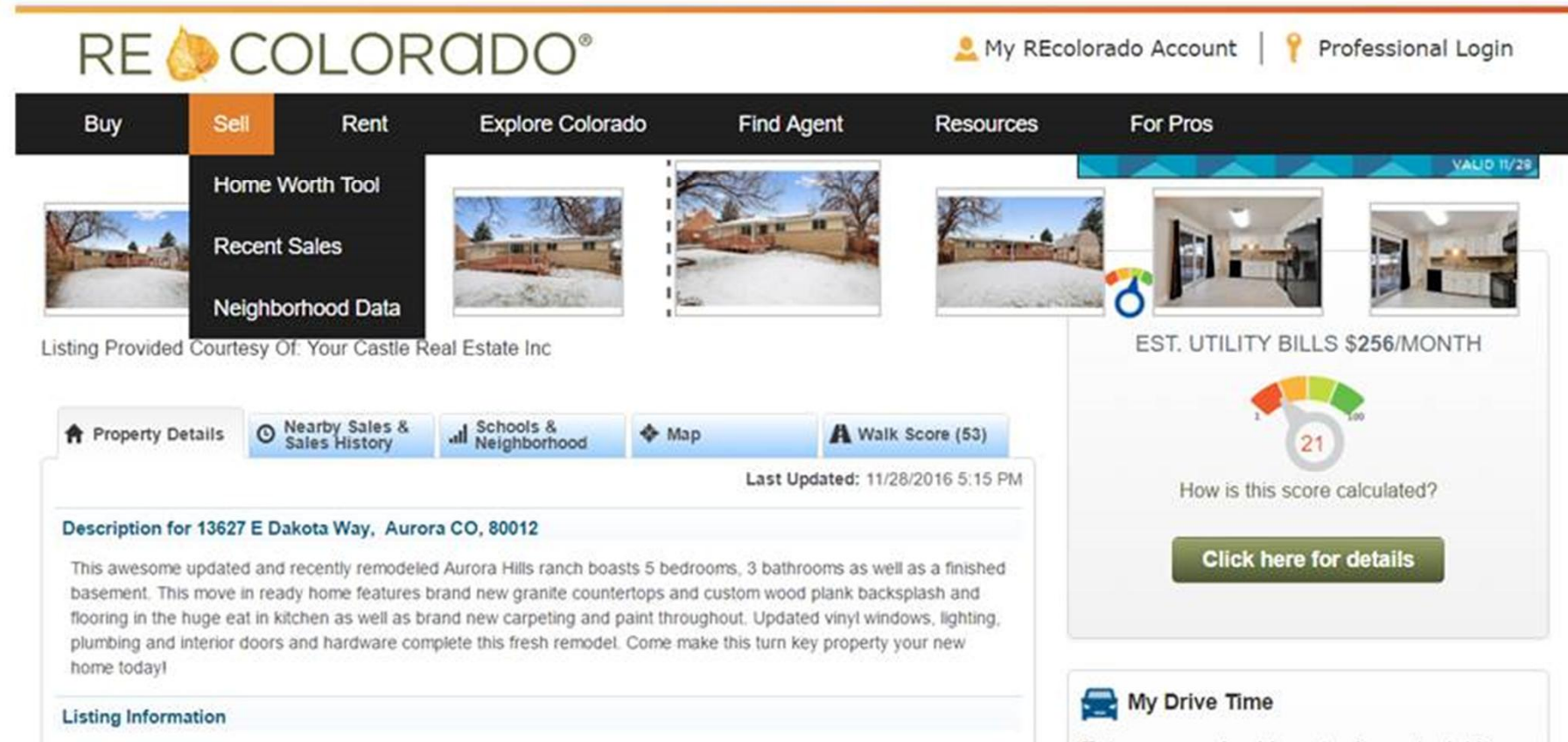
Homes with multiple photos are viewed over five times as much as homes with only one or two photos.



The Multiple Listing Services (MLS) is an extensive online database that includes all listings from all participating local brokerages.

It is the single most important tool that brokerages and agents use when searching for homes.

When entering information about your home, it's important to be detailed so it can sync to Your Castle's website, generate a virtual tour with a unique link and perhaps other home listing websites.



RE COLORADO® My REcolorado Account | Professional Login

Buy **Sell** Rent Explore Colorado Find Agent Resources For Pros

Home Worth Tool
Recent Sales
Neighborhood Data

Listing Provided Courtesy Of: Your Castle Real Estate Inc

Property Details Nearby Sales & Sales History Schools & Neighborhood Map Walk Score (53)

Last Updated: 11/28/2016 5:15 PM

Description for 13627 E Dakota Way, Aurora CO, 80012

This awesome updated and recently remodeled Aurora Hills ranch boasts 5 bedrooms, 3 bathrooms as well as a finished basement. This move in ready home features brand new granite countertops and custom wood plank backsplash and flooring in the huge eat in kitchen as well as brand new carpeting and paint throughout. Updated vinyl windows, lighting, plumbing and interior doors and hardware complete this fresh remodel. Come make this turn key property your new home today!

Listing Information

EST. UTILITY BILLS \$256/MONTH

21

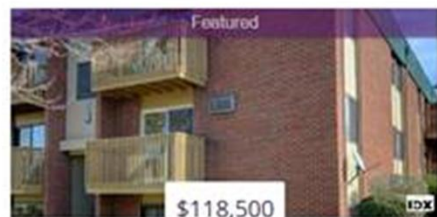







How is this score calculated?

[Click here for details](#)

My Drive Time

Today, 90% of home buyers use the internet as a tool when searching for a new home! Many home purchases start from surfing the web where buyers can take a virtual tour of your home. It's like having a constant open house with no inconvenience on your part.

OUR NEWEST LISTINGS

 <p>\$118,500</p> <p>5995 W Hampden Ave, Unit 13 Denver, CO 80227 833 Sqft 2 BR 1 BA MLS# 9555175 Attached Residential For Sale Your Castle Real Estate INC</p> <p>View Save</p>	 <p>\$430,000</p> <p>633 Colorado Blvd Denver, CO 80206 1,289 Sqft 2 BR 1 BA MLS# 3084460 Detached Residential For Sale Your Castle Real Estate INC</p> <p>View Save</p>	 <p>\$290,000</p> <p>15066 E Mexico Dr Aurora, CO 80012 2,484 Sqft 3 BR 3 BA MLS# 7031995 Detached Residential For Sale Your Castle Real Estate INC</p> <p>View Save</p>	 <p>\$840,000</p> <p>202 Castlemaine Ct Castle Rock, CO 80104 5,936 Sqft 5 BR 4 BA MLS# 6440552 Detached Residential For Sale Your Castle Real Estate INC</p> <p>View Save</p>
 <p>\$160,000</p> <p>Lot 3 Majestic View Dr Conifer, CO 80433 MLS# 6409553 Land For Sale Your Castle Real Estate INC</p> <p>View Save</p>	 <p>\$440,000</p> <p>5100 Umatilla St Denver, CO 80221 1,630 Sqft 3 BR 2 BA MLS# 4357026 Detached Residential For Sale Your Castle Real Estate INC</p> <p>View Save</p>	 <p>\$307,000</p> <p>1832 Depew St Lakewood, CO 80214 1,302 Sqft 3 BR 3 BA MLS# 6598761 Attached Residential For Sale Your Castle Real Estate INC</p> <p>View Save</p>	 <p>\$1,179,900</p> <p>54 Falcon Hills Dr Highlands Ranch, CO 80126 5,460 Sqft 5 BR 5 BA MLS# 7487870 Detached Residential For Sale Your Castle Real Estate INC</p> <p>View Save</p>

[Show More](#)

Your home will have its own URL and website so it's like a one-stop resource for buyers. In addition to listing details about your home, the website also lists info about the neighborhood such as schools and local businesses. The website is mobile friendly as well.

**1275 CLARKSON
#17G
DENVER, CO
80218**

For Sale
\$260,000

MLS#: 6571537

1 Bedrooms


1.00 Bathrooms (Full)

855 ft²

Lot size 0.00 Acres ft²

Built in 1928

School District: Denver 1

 **YOUR CASTLE**




Property Details ×

Description

Fully Updated Garden Level Condo In The Brookbank Units With 1 Bedrooms And 1 Baths Open Style Concept With Walk In Closet

- * Open Large Layout
- * Kitchen Features Brand New Ikea Counters And Cabinets
- * All Kitchen Stainless Steel Appliances Are Included
- * All Closet Organizers Are Included
- * Fully Remodeled Bathroom
- * Freshly Painted Interior
- * Stunning Hardwood Floor All Thru Out
- * Well Maintained And Move-in Ready
- * Very Desire Location Close Shopping And Schools
- * Family Friendly Established Neighborhood
- * Close To Parks And School And Public Transportation
- * Great In-city Location Central To Everything, Restaurant, Shopping, Dining, Ogden And Fillmore Theaters, Cherry Creek, Downtown, Denver Art Museum, Whole Foods, And Wax Trax
- * This Home Will Sell Fast
- * Quick Closing And Delivery.

Property Highlights



Pictures and slideshows are the most important features that buyers seek.

Dependent on your preference, there is an option to track the number of visitors online and offline so we can stay in touch with potential buyers.



Visitor Statistics Report



Open House Register form (online)



Open House Feedback form (online)



SMS Text



1-800 Call-Capture

Realtor.com is the industry's most engaging real estate search site nationwide and globally.

ShowcaseSM Listings

ShowcaseSM Listings is an additional feature that provides a stronger online presence for your listing. What would normally cost sellers to showcase their listing on Realtor.com, Your Castle is subscribed to this feature at no additional cost to you.



Why realtor.com®?

More consumers find their agent on realtor.com® than on other national portals.*

*Source: National Association of REALTORS®, Profile of Home Buyers and Sellers, 2014, addendum questions



What's ShowcaseSM Listings for?

Lead generation opportunity - opens a new channel for consumer inquiries via phone and/or email.



Why ShowcaseSM Listings?

Your branding and photo appears with your listings, next to your toll-free number.



Will my listings appear on realtor.com® mobile app?

Consumers can reach your brokerage and/or agents directly by smartphone and/or tablet allowing immediate follow-up.



How many photos can I post and can I change them?

Post up to 36 high-quality photos and change them out at any time.



Can I customize the description?

Manage the property descriptions to heighten the consumer's interest.



What other benefits does ShowcaseSM Listings has?

Post open houses, virtual tours and videos and display custom messages.

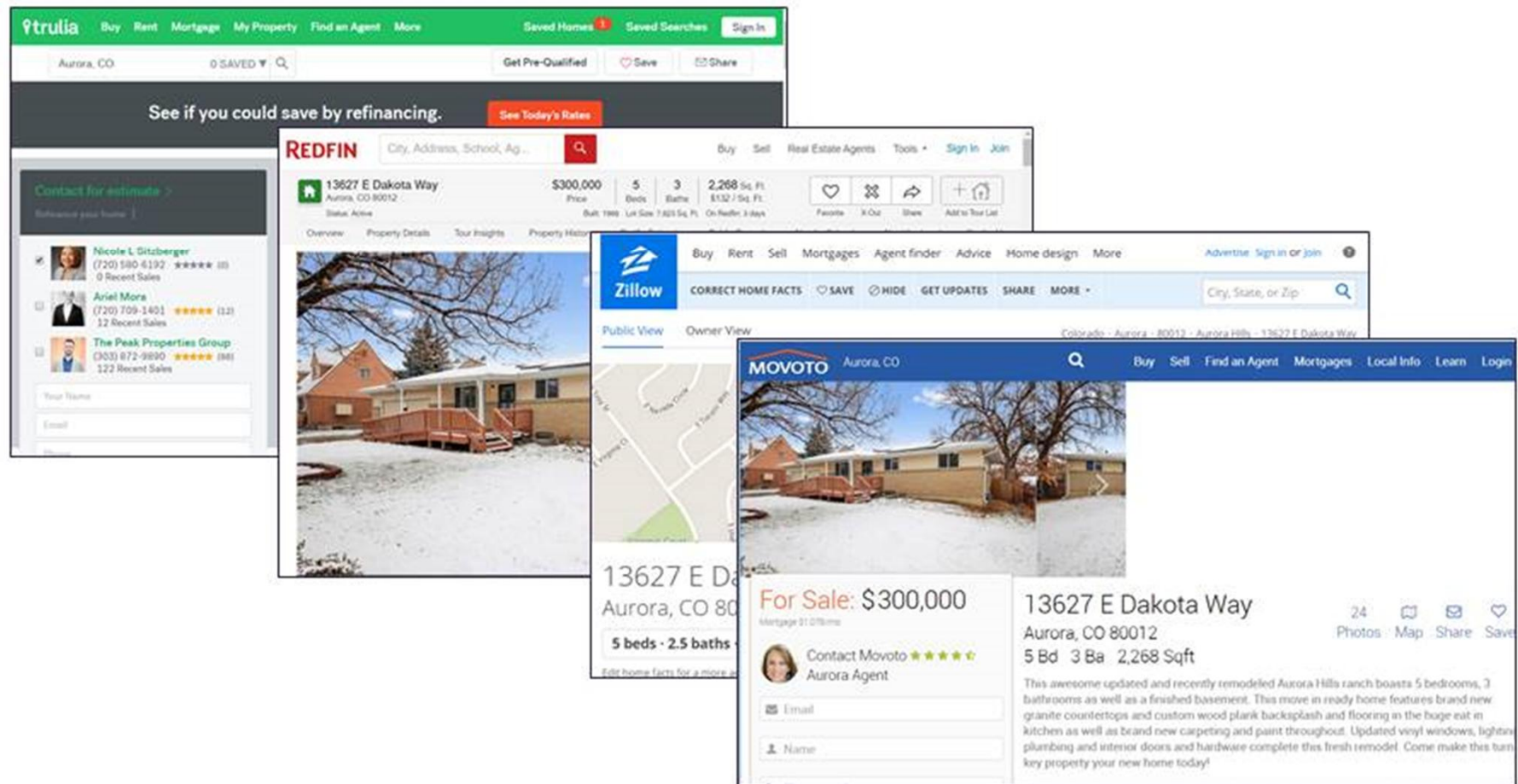


Mobile and social media integration?

Yes.

Source: realtor.com

Your property can and may syndicate to other home search websites as well as other REALTOR® and local brokerage sites. We cannot guarantee third party websites display all listing information at all times but we do our best to update and expand our network.



An open house is a great way to attract buyers. There is the traditional open house that's open to the neighborhood and public and there's a broker open where the house is open for real estate agents only. Dependent on your preference, it's a great way to launch the property's marketing offline.



It takes a strong marketing tool such as our full color brochures, postcards, door hangers, yard signs, and other print marketing to entice buyers to make the important first phone call.

We can also consider **direct mail campaigns**, which have proven to be effective marketing tools to attract buyers.

An attractive, well done brochure or postcard goes a long way!



Stunning, affordable and move-in ready!

2 beds | 2 baths | 1875 Sq. Ft. + 199 Basement

Historic Highlands Square Victorian loaded with vintage charm. High 9ft ceilings, Gas Burning Fireplace with new insert, Crown Molding, Original Hardwood Fir Flooring, Exposed Brick, and a large Deck off the master. There are 2 bedrooms and 2 bath rooms, and an extra bonus room off the kitchen. The kitchen has been updated with Granite Slab, Solid Maple Cabinets, Stainless Steel appliances and a Gas range. All of the plumbing has been updated. The backyard has a flagstone patio, private fenced yard and mature garden with roses. There is a detached



Contact Rachel Hapi to learn more about the property!



YOUR CASTLE REAL ESTATE Rachel Hapi, Broker Associate
303-962-4272 | yourcastle@yourcastle.org



Once our focused marketing generates results, I am always available on the phone, by text or email.

When there is a genuine interest in your property, we want to be able to immediately respond to an interested buyer or another agent inquiring on behalf of their client



Keeping up-to-date on competing homes can help our marketing strategy. You need to be aware of other homes that come on the market and their pricing.

If they are selling and your home is not, we need to know what they are doing that we are not. Is your home priced too high? Does your home need upgrades? Was the other home simply a better fit for the buyer? What can we do to ensure your home will sell?



STEP 5

UNDERSTANDING YOUR ROLE



First impressions are crucial.

Buyers begin assessing your home the moment they arrive at your doorstep. Here are a few tips to get you started:

- Trim hedges
- Weed flower beds
- Add annuals to front beds
- Pressure clean walkways and drive
- Spruce it up with flowers
- Get a new doormat
- Replace burned out light bulbs
- Remove spider webs/leaves, etc.
- Repaint/touch-up home exterior and trim
- Repaint/touch-up front door
- Repaint/touch-up mailbox
- Repaint/touch-up fence



The inside of your home can make or break a sale.

The three improvements that impress buyers the most and help you sell for top market are:

Renovation

Maintenance

Reorganization

Kitchen:

New flooring, cabinets, countertops, appliances and lighting can be costly, but buyers typically prefer updated kitchens. Even a minor facelift, such as new paint, floor covering, cabinet doors and hardware can result in a faster sale and higher sales price.

Bathroom:

Renovating bathrooms can pay off in terms of both value and marketability, especially in older homes. Select quality lighting, large mirrors, attractive fixtures, ample storage and neutral colors.



Below are some inexpensive, yet important tasks to spruce up your home for a quicker sale.

- Remove unnecessary furniture pieces to make rooms look larger
- Clean out and organize storage spaces and closets to make them feel roomier and display their full value
- Repair stains, cracks and leaks in plaster
- Empty litter boxes
- Clean out air vents
- Replace any glass or mirrors that are broken
- Repair or replace torn screens
- Open all drapes and remove heavy draperies that make room dark
- Clean or replace carpets with neutral colors
- Repaint walls and ceilings with neutral and light colors
- Kitchen and Bathrooms
 - Clean large appliances with trisodium phosphate
 - Remove small appliances from countertops
 - Replace leaky or stained faucets
 - Replace countertops and paint base and wall cabinets
 - Repair chips and paint grout in tubs and sinks



Keep It cool: Nothing beats walking into a nice, cool home on a very warm day!

More showings. More feedback. More efficient.**CSS MOBILE APP**

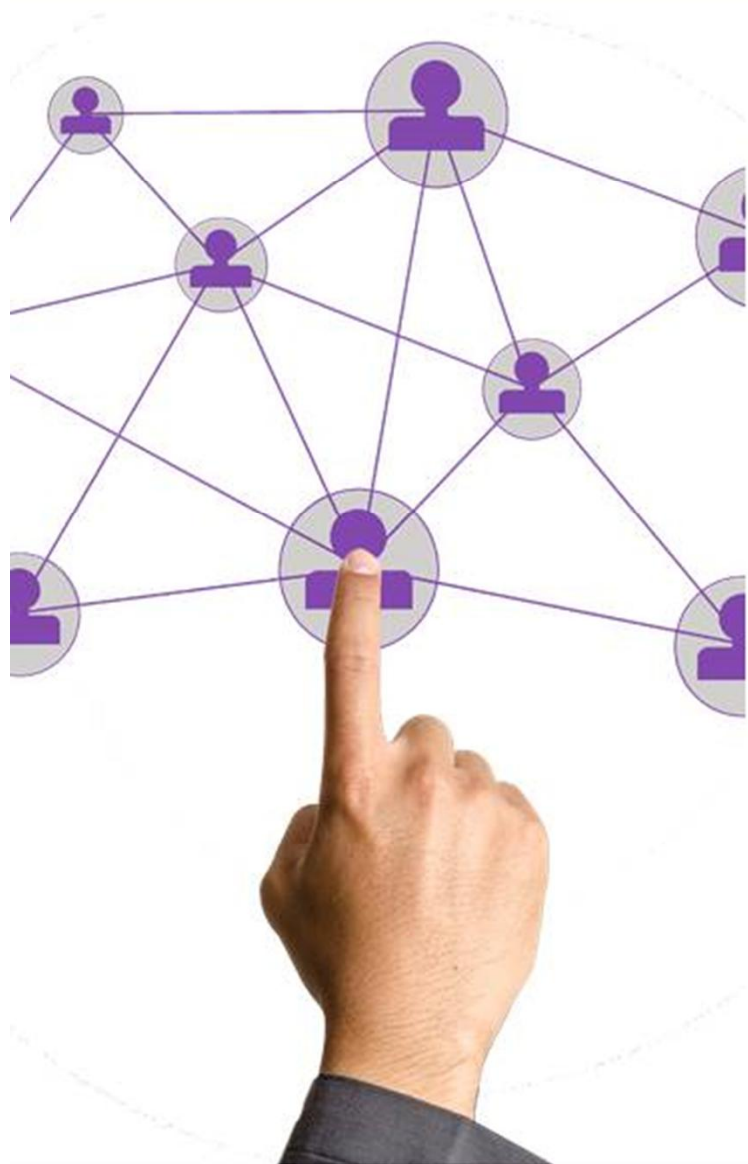
Manage your showings wherever you are! Take CSS on the road with our mobile app available for Android and Apple phones. Create appointments and manage listings and showings from your mobile device.

FAST SHOWING APPROVALS

Have the ease of approving showings right from your phone via text messaging. Within seconds, you can approve or decline the showing.

BETTER FEEDBACK

Our customized feedback options allow you to get the feedback you need. You specify the questions regarding the feedback you want to know.



Step 6

NEGOTIATING THE PURCHASE CONTRACT

An offer for your home will come in the form of a Real Estate Purchase Contract (REPC) - a state approved form that is used to present an offer. It must be thoroughly read and reviewed before any decisions are made. The signed and accepted REPC is a legally binding contract.

BELOW ARE ITEMS WE NEED TO PAY CLOSE ATTENTION TO:

Purchase Price - Be sure to factor in all the terms of the offer before getting excited or disappointed.

Included Items - What is included? Fridge, washer & dryer, hot tub, furniture, artwork etc.

Excluded Items - What is excluded? Fridge, washer & dryer, hot tub, furniture, artwork etc.

Water Rights - Do they apply? Do you need to hire a water lawyer?

Earnest Money - This is the initial deposit - the importance of this item is often overlooked.

Method of Payment - Is this a cash sale, conventional mortgage or seller financing?

Special Assessments - Are there any outstanding or upcoming HOA assessments?

Possession - When?

Seller Disclosure - What information about the property is the buyer asking for?

Due Diligence condition - What "outs" will the buyer have?

Appraisal Condition - Is the sale contingent on the home's appraisal amount?

Financing condition - Is the sale contingent on the buyer securing financing?

Additional Earnest Money - Will the buyer offer an additional deposit of earnest money?

Additional Addenda - Are there any additional terms of addenda attached to the offer?

Home Warranty - Is the buyer asking for a home warranty? Are they asking you to pay for it?

Mediation - If a dispute arises, how are you and the buyer directed to handle it?

Seller Disclosure Deadline - What is the deadline for you to provide all seller disclosures?

Due Diligence Deadline - What is the deadline date for the buyer to complete due diligence?

Financing & Appraisal Deadline - What is the deadline date for the buyer to cancel based on loan denial?

Settlement Deadline - What is the deadline date for you and the buyer to complete closing?

Response Deadline - How soon do you have to respond to the offer or counteroffer?

Multiple Offers - Negotiate strategically.

LET'S GET STARTED!

SELLING YOUR HOME TAKES A LOT OF THOUGHT, KNOWLEDGE AND PREPARATION. WE
ARE YOUR RESOURCE AND CAN GUIDE YOU THROUGH EVERY STEP.

THANK YOU!