

SELLER'S GUIDE

Your Roadmap to a Successful Home Sale



Mark Hojegan
303.709.4391

Mark@DenverHomeLifestyles.com
DenverHomeLifestyles.com



Founded in 2004, Your Castle has expanded to become the Largest Independent Real Estate Brokerage in Colorado, with more than 700 experienced agents.

In recent years our company has garnered recognition in several publications, both nationally and locally, including in the Denver Business Journal and Inc. 5000 as one of the Fastest Growing Private Companies.

At every step of a transaction, our managing brokers stand ready to offer professional guidance to our agents, ensuring a seamless home sale from start to finish. Whether they need help with negotiations, contract questions, or state compliance issues, they go above and beyond to make sure our agents can handle what comes their way.

Your Castle also conducts in-depth market research, and provides our team with continuing education training. Sellers today need a reliable guide to help them distinguish fact from fiction, and to correctly price their homes. Trust Your Castle to be that guide. We will champion your interests, and help you secure the best possible outcome from the sale of your home.

303.962.4272 | [YourCastle.com](https://www.yourcastle.com)



AWARDS & RANKINGS

Our Company Stands Above the Rest

2023

TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #126

TOP 500 RANKING BY NUMBER OF DEALS : #175

LARGEST INDEPENDENT REAL ESTATE COMPANY : #59

TOP RANKED BROKERAGE FIRMS IN COLORADO BY VOLUME: #4

TOP RANKED BROKERAGE FIRMS IN COLORADO BY TRANSACTIONS : #4



2022

TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #134

TOP 500 RANKING BY NUMBER OF DEALS : #174

LARGEST INDEPENDENT REAL ESTATE COMPANY : #61

TOP RANKED BROKERAGE FIRMS IN COLORADO BY TRANSACTIONS : #6



2021

TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #133

TOP 500 RANKING BY NUMBER OF DEALS : #188

LARGEST INDEPENDENT REAL ESTATE COMPANY : #67

TOP RANKED BROKERAGE FIRMS IN COLORADO BY TRANSACTIONS : #4

TOP 1000 BROKERAGES : #139

LARGEST BROKERAGE IN COLORADO BY SALES VOLUME : #5

LARGEST DENVER-AREA WOMEN OWNED BUSINESSES : #11

LARGEST DENVER-AREA PRIVATE COMPANIES : #71



2020

TOP RANKED NON-FRANCHISE FIRMS IN COLORADO : #1

TOP 500 RANKING BY SALES VOLUME : #135

TOP 500 RANKING BY NUMBER OF DEALS : #179

LARGEST INDEPENDENT REAL ESTATE COMPANY : #66

TOP RANKED BROKERAGE FIRMS IN COLORADO BY TRANSACTIONS : #6

TOP 1000 BROKERAGES : #141

LARGEST BROKERAGE IN COLORADO BY SALES VOLUME : #5

LARGEST DENVER-AREA WOMEN OWNED BUSINESSES : #11






Denver Home Lifestyles

MARK HOJEGIAN

 **Mark@DenverHome Lifestyles.com**

 **303-709-4391**

SKILLS

- Leadership
- Time Management
- Adaptability
- Grace under Pressure
- Collaboration
- Critical Thinking
- Problem Solving
- Efficiency

EDUCATION

B.S Industrial & Systems Engineering

Virginia Tech - Blacksburg, VA
Class of 1995

ONLINE PROFILES



MISSION

I enjoy helping 40+ people each year build wealth through Real Estate including First Time Home Buyers, moving Primary Residences, Investment Properties, Fixer Uppers & Mountain Homes. Here are a few higher-level services we provide and why you should hire us!

- **SELLING YOUR HOME fast for the highest price possible!**
- **Finding your DREAM HOME!**
- **Advising through the REMODELING PROCESS!**
- **Obtaining CASH FLOW through rental property!**
- **Finding amazing MOUNTAIN RETREATS!**

EXPERIENCE

TEAM FOUNDER, LEADER & MENTOR | Helping Agents Succeed
Denver Home Lifestyles / April 2021 – Present

As my real estate career & family evolved, I needed assistance to maintain client expectations & quality of service. I began to recruit agents that could consistently show up and treat my clients as their own, the side benefit was the mentoring opportunities that unfolded. Helping new real estate agents find their way to success under this new brand has been very rewarding and we've been able to accomplish more together as a team than I've ever imagined!

REAL ESTATE AGENT | Helping Clients Buy & Sell Property
Your Castle Real Estate / Dec 2011 – Present
RE/MAX Southeast + Realty Executives / April 2005 – Dec 2011

2024 celebrates my 19th anniversary as a Real Estate Agent in the Denver Metro region and I've helped over 200 clients buy or sell properties. I've worked with Your Castle Real Estate for 10+ years, and I've embraced many lessons here including the Ninja Selling mindset, mastery of Market Trends, the power of Investment Property, Team Collaboration, constant Learning & providing Amazing Service to our clients!

RESIDENTIAL PROPERTY MANAGER | Building Personal Wealth
Personal Rental Properties / April 2005 – Present

I obtained my real estate license to build personal wealth and the fun started when I purchased my first property. Once I met my wife (who shared the same real estate bug), we began to build a portfolio of properties together between Denver & Summit County. We are a product of the product and outside of our primary residence, we currently have 4 rental properties worth \$2+ Million. We manage these properties ourselves and they are generating great income for future opportunities & retirement!

VOLUNTEERING | Giving Back to my Community

- **President** - Denver Hokies Board of Directors / Virginia Tech Alumni Association / June 2016 – Present
- **Social Director** – Aberdeen Village Improvement Association Board of Directors / July 2020 – Present
- **Events & Lunch** – Littleton Prep Charter School / Nov 2017 – Present
- **Maintenance Director** – The Ridge HOA / January 2016 - March 2019



TESTIMONIALS for REAL ESTATE transactions

Mark, Ashlee and Alex helped me and my partner snag an amazing and unique condo. Since it was over the holidays the availability for several people to show us the place was very important. We put an offer in within 24 hours of the showing and were accepted based off of the quickness of the offer! Once we were accepted Mark and his team were there every step of the way and helped answer any questions or concerns we had. We could not have done it without their help, thank you all so much!!

- *Leah in Denver*

Sitting in our new home right now, and we love it! We worked with Mark Hojegan for four months to find the home we wanted. It wasn't super easy here in the Denver market, but Mark never seemed frustrated at taking us to see so many houses. We didn't feel pressured into putting an offer on houses that we didn't like. We brought him options that caught our eyes, and he set up the showings and worked with the seller's agents to get us the info we needed. His team jumped in to help when Mark wasn't available, so that's helpful too. Give them a try!

- *Dudley in Littleton*

Mark partnered with us to find out dream home during our relocation from east coast to North Denver. Starting from the first call all the way to closing, Mark supported us, our timelines and through the tough parts. He started not just learning about our wants and needs but helping us find clarity in these choices. Once we found THE home, he helped us navigate the negotiation, handle financial hurdles when our contingent home sale went south and helped us cross the finish line with resources for remodeling that new needed to make the new home ours. Thanks!!

- *Michael & Suzy in Broomfield*

Mark Hojegan helped us sell our house. He made sure we had everything thing done and ready to go. We are new buyers in another state and believe me this does not always happen. He has integrity in his work. Selling a home can be an emotional time and we were dealing with life threatening cancer challenge - he was calm and supportive. We could never thank him enough and will never forget him!

- *Lisa in Denver*

Mark and his team were fantastic. They assisted me with the selling of my home and with finding a new home during the fast pace wild market during the craze of 2021-22. Would highly recommend within the greater Denver area 100%!

- ***Joey in Colorado Springs***

Mark and his team were great helping me find my home! Since then, they've helped my parents and several of my friends. Everyone has only good things to say about them. Would recommend to anyone. The biggest standout to me is how much time and effort they spend researching and looking at potential homes.

- ***Mitchell in Aurora***

Mark Hojegan and team were amazing when I needed to sell my Denver condo at the Spire. They were extremely attentive to every detail, and even helped stage the condo for me when I wasn't available to come in town. They were always available to answer questions and got me a full price offer very quickly! I highly recommend using them for all your real estate needs in Denver and the surrounding areas!

- ***Dana in Gypsum***

I've bought two houses and sold one over the past decade - always with the team led by Mark Hojegan. So grateful for all the hard work they do.

- ***Angela in Green Mountain***

Thank you again to both of you (Mark & Amanda), it was a little daunting when we first looked into buying a home for the first time in this red hot market in the middle of a global pandemic, but you two were there every step of the way and we are so happy with the results. If we know anybody in need of a realtor we will definitely recommend your team.

- ***Gayle & Matt in Aurora***

Mark, and his team, were all amazing to work with. He was super informative and educated on the houses and markets in any neighborhood we looked in. We looked for a very long time and at a lot of houses and he was always there to help, answer questions or talk through things with us. We got the same amazing level of support on house 1 versus house 30. We will use Mark for any future purchases, or sales, and highly recommend.

- ***Nichole in Olde Town Arvada***

We have worked with Mark on both a purchase and a sale transaction. If you are looking for a real estate professional in the Denver metro area, you would be wise to call Mark. Mark is a competent operator in a tricky market. He is dedicated to making his client's experience as smooth, and even enjoyable, as possible. His calm demeanor and highly professional approach to challenges make him a real asset to both buyers and sellers. Do yourself a favor and take a ride with the Cycling Realtor.

- ***Kari in Congress Park***

We recently sold a home with Mark. He was great to work with throughout the process. He is professional, responsive, thorough, and most of all, he cares about his clients. After our initial meeting, he pulled comps and developed a strategy to sell our property quickly. Within a few days of listing, our property was sold at full asking price...higher than we had initially hoped! Mark was easy to work with and made the entire process a breeze. We highly recommend him to anyone searching for or selling a home in the Denver Metro area.

- *Josh & Renee in Commerce City*

Mark has been my realtor three times now. He has always gone above and beyond what is necessary to not only help me buy and sell my houses at good prices but also to help me deal with all the stressful craziness that goes along with buying and selling your home. In addition to that, I never felt pressured to commit to something that I wasn't comfortable with. It is clear that Mark's main goal is have his clients in a home that they will love and to get that home at a great price. I will highly recommend using Mark as your realtor!

- *Melinda in Hale*

Mark helped me buy and sell two houses in the last 8 years. Throughout the process of each buy and sell, Mark diligently managed all parties involved, keeping everyone on track with the timeline. What could have been a tremendously stressful time turned out to be fun and exhilarating because of Mark's expertise. I strongly believe that because he helped me go the extra mile to prepare my houses for sale, we got top dollar for both. Mark also has connections with all the best contractors, handymen, photographers, etc. in town, which helped a lot when prepping for sale. Additionally, because of Mark's negotiation skills, I believe that I bought my homes at the best price possible. In short, having Mark on my side gave me confidence that I was getting the best of the best. Not only is Mark an expert in Colorado real estate, but he's a genuinely good guy to be around. This is an important factor considering how much time you end up spending with a realtor. Mark is the real estate agent who will take you out for beers and a celebratory mountain bike ride after the papers are signed!

- *Evelyn in Colorado Springs*

Mark is a highly knowledgeable and experienced realtor in the Denver and Summit County markets. In the last 10 years, he helped me purchase two homes and sell one. During the last sale, he priced my house spot-on, and pushed hard throughout the process to ensure I received top dollar. Not only did he help me stage and coordinate timelines with tenants and contractors, but he personally made several necessary repairs himself to ensure my home showed perfectly. I've bought and sold numerous properties over the years, and Mark's skills make the process as stress-free as possible!

- *Natalie in Boulder*

Mark is fantastic! He showed us easily over 100 homes because we couldn't make our minds up. He was so patient with us. Mark taught us about different areas of Denver which helped us make informed decisions on where we ultimately wanted to be. The real estate market here is very competitive and you have to have someone that can help you navigate it. We could NOT have done this without Mark! The property we bought has increased in value in impressive numbers. The neighborhood we now live in Mark introduced us to and is now one of the hottest in Denver. He knew this was an upcoming neighborhood and we got a great deal on our home. We love it! Mark has also helped us in Summit County with the same results! He knows this area equally well. Mark is a fantastic real estate agent. He knows Denver so well and can really help you make the right decision! We won't use anyone else!

- *Amy in Berkeley*

Mark was great to work with. He was on top of everything needed to get our home listed and kept us on track as well. He looked at things from a buyers perspective and had vast knowledge of the current housing market. I would highly recommend Mark for any real estate needs.

- *Jennifer in Castle Pines*

Mark sold my condo while I was in South America. I gave him 100% control of the deal and he took care of everything. Internet access was limited for me. I checked my email one morning and we were under contract. A few weeks later we closed the deal. I would highly recommend Mark for any residential needs in the Denver Metro Area.

- *Drew in Boulder*

Mark is the best real estate agent I know, hands down. With his help, I successfully bought and sold two houses in Denver, and I could not recommend a more fantastic realtor. Mark has an excellent grasp of the real estate market in Colorado, so he is able to provide helpful advice and direction every step of the way with buying and selling homes. Mark also helped me meet my goals with his attention to detail and ability to discern what buyers are looking for. He is very organized, keeps everyone on task and pushes to the end without wavering in his support and engagement with all parties. He is also very well connected in the industry and able to facilitate buying and selling opportunities that wouldn't ordinarily be available. Beyond his professionalism and expertise, Mark is a great guy to be around-- fun, personable and easy-going. We even went on a celebratory mountain bike ride after selling my last house!

- *Evie in Baker*

I would highly recommend Mark and his dedication to his work and client's needs. He always has a win-win approach to real estate and always looks out for his client's best interests. His experience and passion excel in areas like Central Denver, and Summit County. There are so many reason why clients keep coming back and refer Mark for their Real Estate needs.

- *Chad @ Movement Mortgage*

DECIDE WITH CONFIDENCE

Partner with a Trusted Expert in Home Sales

BEGIN WITH CONFIDENCE

The home selling process is not simply a transaction; it marks the start of a relationship grounded in trust and tailored guidance. From the moment we sign a contract to work together, it becomes my principal duty to act in your best interests as The Seller, especially to maximize your net proceeds.

PREPARATION: PRE-INSPECTION, REPAIRS, AND STAGING

Many sellers say their biggest concern is what their net profits will be, and what repairs they will be asked to make. Today's major repair expenses are Roofs, Heating, A/C, Electrical, Plumbing, and Sewer Lines. I recommend a pre-inspection, so potential buyers cannot dictate how repairs will be made. You can avoid many last minute issues by doing some prep work ahead of time. Staging is also critical, to show your home in the best light.

CONTRACT NEGOTIATIONS

As your agent, I will present all offers to you, and explain them in detail. I will also give you estimates of your listing expenses as we go along, so you will be informed when it comes to the costs of things like:

- The Home Inspection
- The Appraisal
- Title Services

My goal is for you to be well-prepared and confident in your choices, securing the best possible outcome for your home sale.

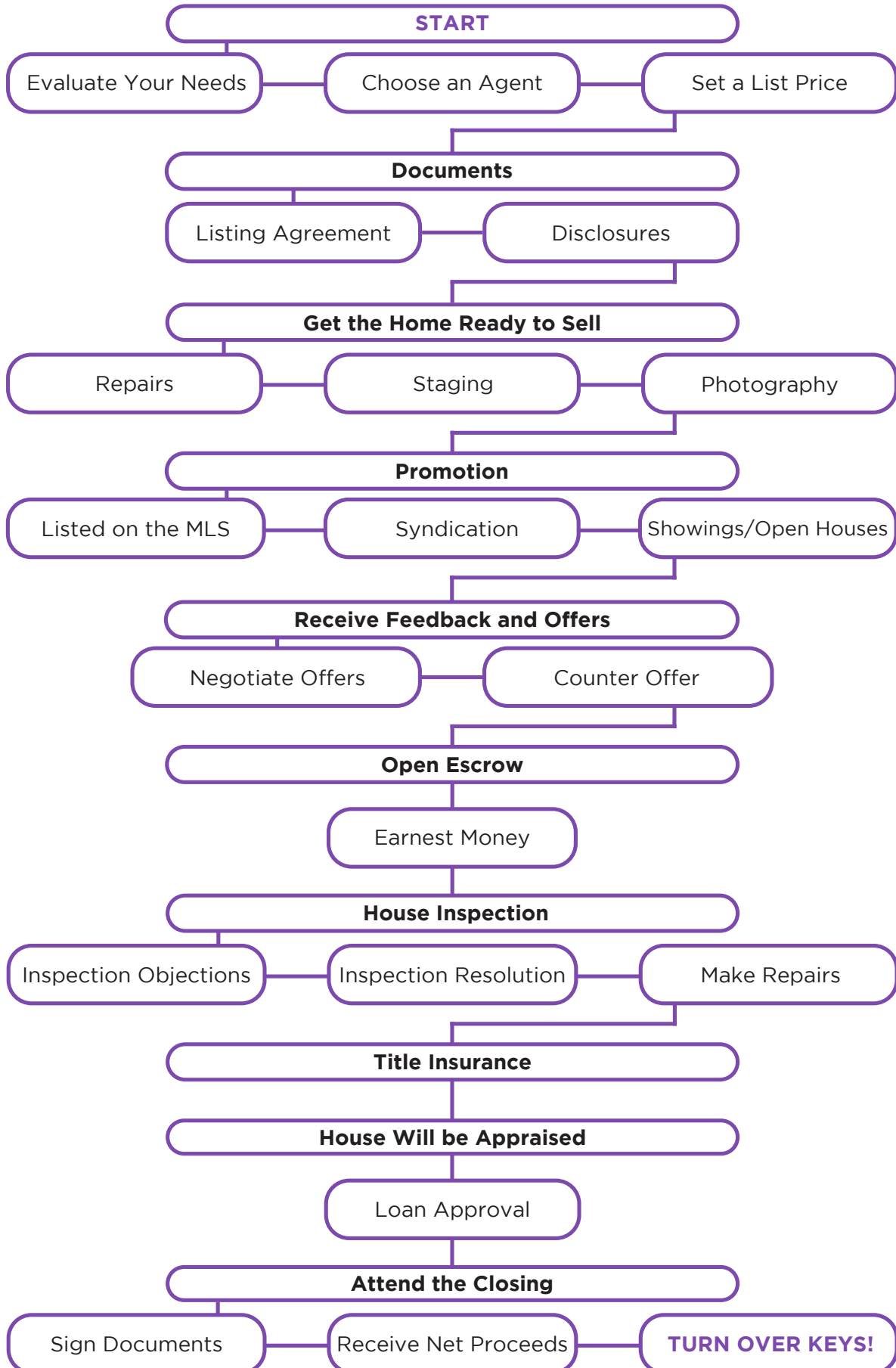
RELOCATION

My network of real estate professionals can assist you with an out-of-town move. If you would like, I can have a top-notch Broker from your new city contact you at your convenience. They will send you a relocation package that includes details about the local housing market, schools, recreation areas, hospitals, shopping, and any other pertinent information you request.



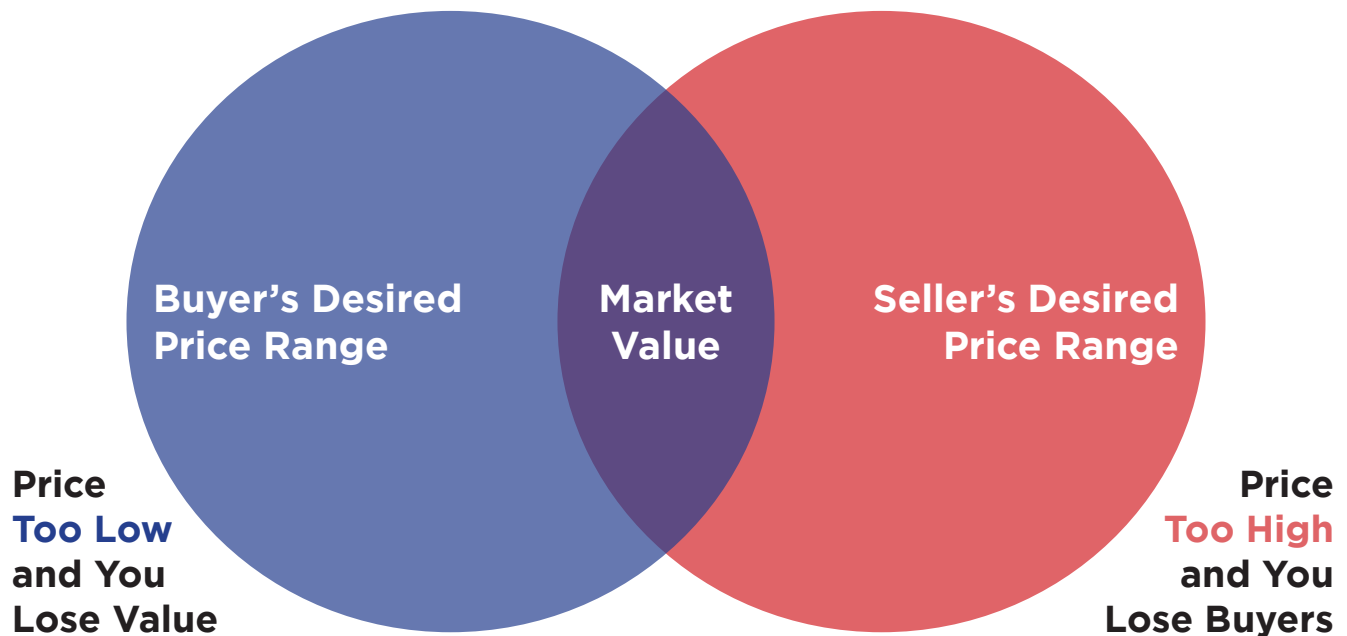
THE HOME SELLING PROCESS

Your Express Guide From Start to Finish



PRICING YOUR HOME

What Affects The Value of Your Home?



CONSIDER MARKET CONDITIONS

There are many market conditions that can affect your home's value. Some of these include:

- Buyer Demand
- The Supply of Competing Properties
- Mortgage Interest Rates
- Economic Conditions
- Seasonal Demand Fluctuations
- Recent Sale Prices

PHYSICAL FACTORS TO VALUE

There are also physical factors that can affect your home's value. Some of these include:

- The Location of the Home
- Proximity to Essentials
- Home Size and Lot Size
- Architectural Style
- Floor Plan Style
- The Age of the Home
- The Condition of the Home
- Bonus Features

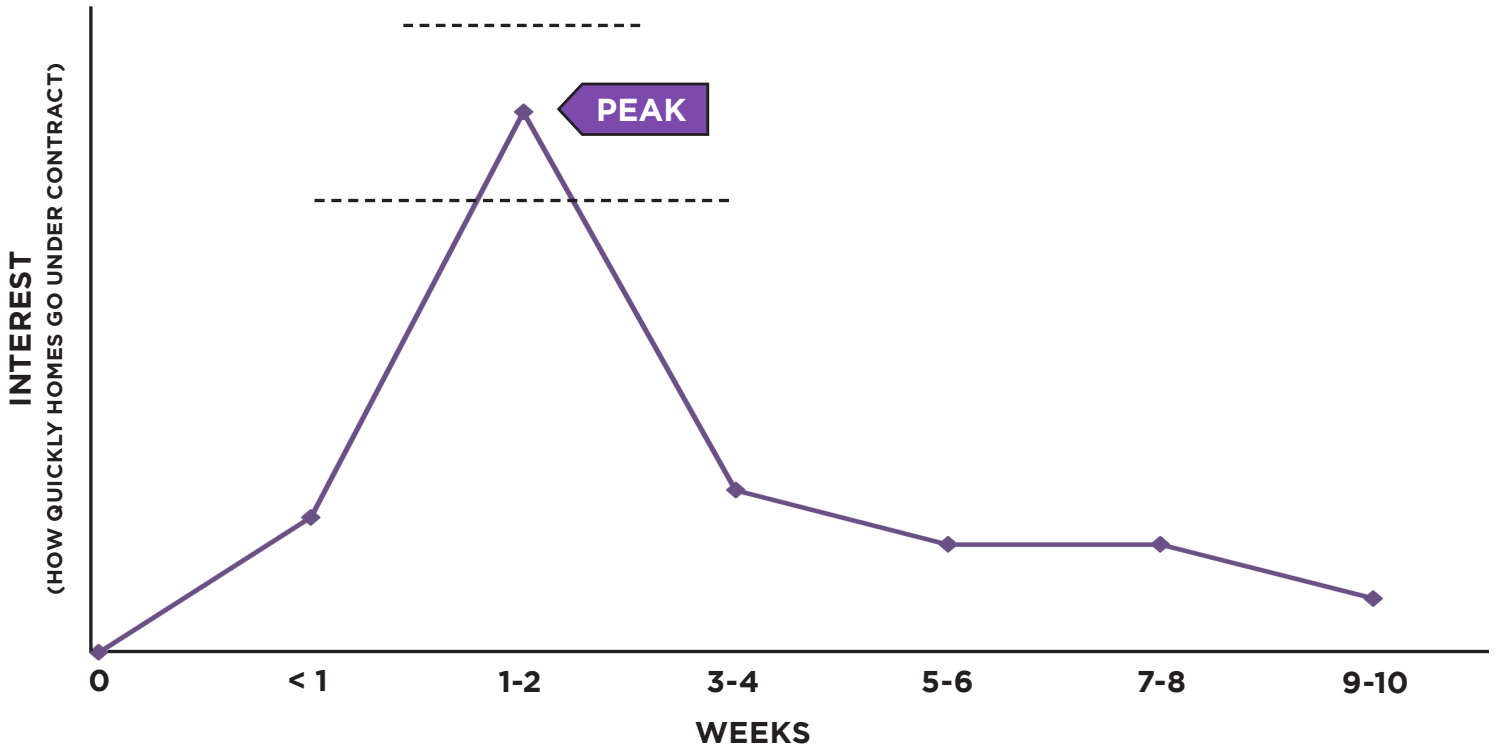
SETTING UP A HOME SEARCH

To strategically price your home, it is crucial to stay informed about the competitive landscape in your local neighborhood. Right away, we will:

1. Establish a search on the local MLS to identify comparable homes in your area, also called "comps."
2. Analyze the list prices of homes that are selling vs. those that are not, to pinpoint the optimal price for your property.

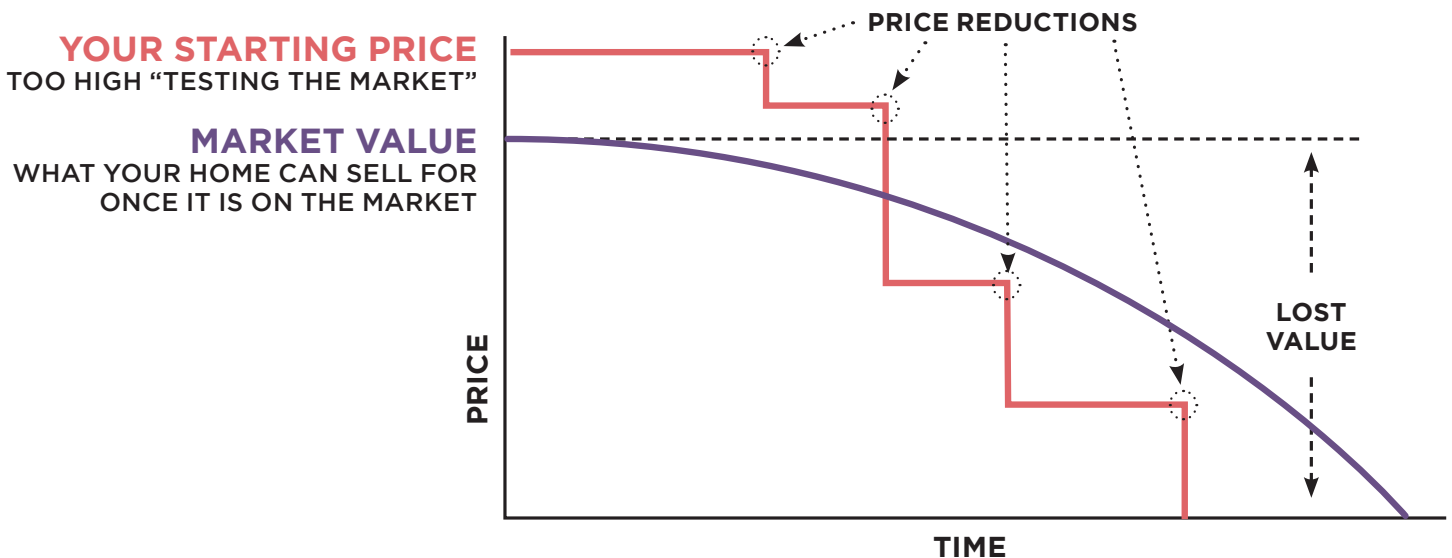
THE HYPE OF A NEW LISTING

Interest builds quickly when a home is listed for sale, peaking in the first 1-2 weeks. However, if your home is priced too high, it will stay on the market for longer.



THE PROBLEM WITH “TESTING THE MARKET”

A common mistake sellers make is to price their home too high to try and “test the market”. When a home is on the market for too long, buyers typically feel like something is wrong with the property, and that they should offer you less money. Homes that linger for 30, 60, or 90 days usually sell for below market value, or sellers take their home off the market out of frustration. That hurts your home’s long-term reputation, and your wallet!



FIXING UP YOUR HOME

Common Upgrade Costs vs. The Recoverable Value

Below is a chart that will help give you an idea of what repairs & upgrades cost, and the best use of your money. As a rule, the broader the appeal of an upgrade, and the more savings it adds for future buyers, the more recoverable the costs are to you. These are estimates only:

UPGRADE ADDED	TYPICAL PRICE RANGE IN DENVER, 80222 (VARIES BY SQ. FT. AND MATERIALS USED)	% RECOVERABLE
Install Central Air (HVAC)	\$7,000 - \$14,000	Up to 85%
Add a 2 Car Attached Garage	\$20,000 - \$50,000	Up to 85%
Attic Insulation	\$1,000 - \$8,000	Up to 80%
Window Replacement	\$3,000 - \$10,000	Up to 80%
Add a Fireplace	\$2,000 - \$8,000	Up to 75%
Repaint A House (Exterior)	\$2,000 - \$10,000	Up to 75%
Repaint a House (Interior)	\$2,000 - \$12,000	Up to 70%
Add a Full Bath (Existing Space vs. Addition)	\$20,000 - \$50,000	Up to 70%
Finish a Basement	\$30,000 - \$60,000	Up to 70%
Install New Vinyl Siding	\$4,000 - \$16,000	Up to 65%
Add a Half Bath (Existing Space vs. Addition)	\$12,000 - \$30,000	Up to 65%
Kitchen Remodel	\$14,000 - \$40,000	Up to 65%
Landscape Installation	\$3,000 - \$10,000	Up to 60%
Add a Patio	\$4,000 - \$16,000	Up to 60%
Roof Replacement	\$7,000 - \$30,000	Up to 60%
New Wood Floors	\$5,000 - \$20,000	Up to 50%
Enclose a Porch	\$8,000 - \$25,000	Up to 50%
Add a Pool	\$25,000 - \$100,000	Up to 40%

HOME PREP CHECKLIST

Getting Your Home Ready to Show

Below is a checklist you can use when preparing your home for buyer showings. Some tasks are normal cleaning & decluttering, but others are a bit above and beyond your run-of-the-mill chores. It is important to also hide personal items you would normally display, so potential buyers can see themselves living there.

EXTERIOR

- Remove cars from the driveway
- Close and clean all windows
- Sweep walkways
- Pick up leaves, sticks, & branches
- Put toys & bicycles away
- Store any seasonal decor
- Stow garden tools & supplies
- Remove all garden hoses
- Arrange deck furniture
- Clean the pool area

KITCHEN

- Remove magnets from the fridge
- Store food in cabinets
- De-clutter counters & stove
- Stow small appliances
- Hide soaps & cleaning items
- Hide dish towels & sponges
- Clear sink of dishes
- Put away dish drying rack
- Organize items on open shelves
- Put out a bowl of fruit

DINING ROOM

- Straighten dining chairs
- Add centerpiece candles
- Set the table for dinner
- Add a vase of flowers
- Add a bottle of wine & glasses

MAIN AREAS

- Remove personal items & photos
- Remove all visible clutter
- Open shades and blinds
- Turn on all lights
- Replace burnt out light bulbs
- Tidy up children's toys
- Empty the waste baskets
- Hide pet dishes/toys/beds
- Vacuum carpets
- Sweep hard floors
- Remove newspapers & mail
- Display attractive books
- Turn off televisions

BEDROOMS

- Make the beds
- Arrange decorative pillows
- Put away clothing & shoes
- Clean under the bed
- Clear surfaces of clutter
- Hide or organize children's toys

BATHROOMS

- Make bathrooms *sparkle*
- Hang fresh towels
- Clear counters of toiletries
- Clean mirrors
- Clean toilet and close lids
- Declutter showers & tubs
- Open shower curtains



MARKETING & SYNDICATION

I Can Make Your Listing Stand Out

Your Castle is unique. We employ a full service marketing team in-house to create listing collateral, offer a suite of marketing software, and we even have a dedicated print shop right in our main office. These assets are all geared towards attracting more buyers to your house, which leads to more offers on your home, and potentially a higher sales price for you. Here is just some of what we can do to market your home to buyers:



HIGH QUALITY PROFESSIONAL PHOTOGRAPHY

Once your home is “parade ready”, I have access to photographers that will help to display your home professionally to buyers. Homes with numerous, high-quality photos sell faster than homes with bad photos.



VIRTUAL SLIDESHOWS & 3D TOURS

Slideshows and 3D Tours are important features that today’s home buyers seek. The better they can see your home, the more likely they are to set up a showing.



INTRA-OFFICE MARKETING

We market your home to our network of **700+ Your Castle agents** via several internal channels. This can be a powerful method for reaching potential buyers.



A FEATURE ON OUR WEBSITE

According to NAR (The National Association of Realtors), over 97% of buyers find their next home online. As a Your Castle agent, my listings are added to YourCastle.com, where they quickly reach a broad audience.



INTELLIGENT MLS ENTRY

By strategically entering your listing into the local MLS, we are more likely to reach potential buyers. Setting the correct starting price is also critical.



SYNDICATION TO OTHER REAL ESTATE SITES

We can syndicate your house to Realtor.com®, REColorado®, IDX®, Nextdoor®, Homes.com®, ColoProperty.com® member websites, and more. We cannot guarantee third-party sites will display your house at all times, but we do our due diligence to make your home appear as frequently as possible.



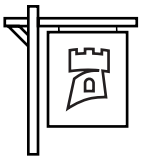
CUSTOM LISTING WEBSITES

Your Castle agents have the ability to create a custom mobile-friendly website that details your home's features, neighborhood, location, and more.



SOCIAL MEDIA MARKETING

We encourage letting us share your home to social media. This drives listing engagement even further online, as other people react, and share the posts to their own friends & family.



PROFESSIONAL SIGNAGE

Our marketing team designs signs in-house, then employs the best sign company on the front range for print & installation. This helps ensure that our signs command respect & attention in the real estate community and with potential buyers.



PRINT & MAIL MARKETING

Our in-house print shop can create listing flyers, postcards, door hangers, and much more to advertise your house. In most cases, we can even pull data for your neighborhood to help you accurately price your home.



LISTING OF THE WEEK

Our marketing team selects a house each week to feature as our "Listing of the Week". If selected, it will reach an audience of 8,000+ viewers via our company social media pages.



AGGRESSIVE FOLLOW UP

With the help of our CRM, I will aggressively follow up with agents who schedule showings of your home. This will ensure we don't miss out on any potential offers.

EVALUATING AN OFFER

Consider These Factors When Reviewing Offers

An offer comes in the form of a Contract to Buy & Sell Real Estate (CBS). The signed and accepted CBS is a legally binding, state-approved contract. It must be thoroughly reviewed before any decisions are made. Below are items you need to pay close attention to:

PURCHASE PRICE

Be sure to factor in all the terms of the offer before getting too excited, or disappointed.

INCLUDED ITEMS

What is included in the sale of the home? The fridge, washer & dryer, hot tub, furniture, artwork, etc.

EXCLUDED ITEMS

What is excluded from the sale? Appliances, furniture, 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 H.O.A. assessments?

POSSESSION

When will The Buyer take possession of the home?

SELLER DISCLOSURE

What info is The Buyer asking for about the property?

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 the closing?

ACCEPTION DEADLINE

How soon do you have to respond to the offer, or counteroffer?

MULTIPLE OFFERS

Negotiate strategically if you receive multiple offers.

WHY HIRE A PROFESSIONAL?

Advantages of Having a Real Estate Pro At Your Side



1

EXPERTISE & LOCAL KNOWLEDGE

Brokers have current information about the market. We provide you with valuable market insights you might miss otherwise.

2

PRICING STRATEGY

Brokers perform comparative market analyses to accurately price your home based on its features, location, and more.

3

MARKETING & ADVERTISING

We have extensive networks and resources to effectively market your home. We maximize exposure to attract buyers.

4

NEGOTIATION SKILLS

A home sale can be emotionally charged. Your Broker can act as a buffer between you and potential buyers.

5

TIME & CONVENIENCE

Selling a home requires significant effort. By hiring a Broker, you can offload showings, buyer inquiries, and paperwork.

6

ACCESS TO QUALIFIED BUYERS

We have access to a wide network of financially qualified buyers, increasing the likelihood of a successful sale.

7

PROFESSIONAL GUIDANCE

This is a complex legal & financial process. We help guide you through contractual obligations, docs, and proper disclosures.

8

AN OBJECTIVE PERSPECTIVE

You may have emotional attachments to your home, which can cloud judgments. A Real Estate Broker is an objective ally.

9

TRANSACTION MANAGEMENT

Home sales involve deadlines. Brokers ensure docs are accurate & timely, reducing errors or delays that may jeopardize your home sale.

10

MAXIMIZING YOUR PROCEEDS

Ultimately, our goal is to help you sell your house for the highest possible price. This results in a successful sale for you!

THANK YOU!

I Appreciate Your Time & Consideration Today.

Selling a home is one of the biggest financial milestones in a person's life. I appreciate you considering me as your Seller's Agent. It is no small thing in today's competitive market, so thank you so much for your time! If you happen to have any other friends or family who would benefit from my services, do not hesitate to give them my information. I would be happy to walk through this guide with them too!





303.709.4391 | Mark@DenverHomeLifestyles.com
DenverHomeLifestyles.com

