

SELLING AND BUYING GUIDE



SELLING AND BUYING GUIDE

THE BLACKWELL TEAM

Colorado Springs Real Estate | REALTOR®

719-428-2197 (cell)

719-999-5067 (office)

Tania.BlackwellRealEstate@gmail.com

TaniaBlackwell-Homes.com



TaniaBlackwell719



Tania_Blackwell719

TANIA
BLACKWELL
TEAM



THE
CUTTING EDGE,
REALTORS®



Listing

**These are the
services we
offer our clients**

*Every
Single
Time*

**regardless of
price point.**

MENU OF SERVICES

- Expert Property Valuation
- Staging Consultation
- Professional Cleaning (client to remove all personal property and trash)
- Professional Listing Photography
- Open House
- Targeted Direct Online Marketing
- Active Daily Prospecting
- Strategic Reverse Prospecting
- Feature Property Neighborhood Advertising
- 3D and VR Property Tours
- Drone Photography and Video

ADD ON SERVICES AVAILABLE

- Pre-listing roof inspection
- 5pt Inspection
- Home Warranty



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. The buyer's agent must disclose to potential sellers all adverse material facts known by the buyer's agent including the buyer's financial ability to perform the terms of the transaction and if a residential property, whether the buyer intends to occupy the property. A written agreement is required between the buyer and the agent which clarifies the duties and obligations for each party.

SELLER'S AGENT

A seller's agent (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. The seller's agent must disclose to potential buyers all adverse material facts known by the seller's agent about the property. A written agreement is required between the seller and the agent which clarifies the duties and obligations for each party.

TRANSACTION BROKER

A transaction-broker assists the buyer and the seller throughout a real estate transaction by performing the terms of any written agreement, fully informing both parties, presenting all offers, and assisting with the contracts including the closing of the transaction without being an agent or advocate for any of the parties. A transaction broker must use reasonable skill and care and must also disclose any known material facts concerning the property or the buyer's ability to perform the terms of the transaction. No written agreement is required.

CUSTOMER

A customer is a party to a real estate transaction with whom the broker has no brokerage relationship because such party has not engaged or employed the broker, either as the party's agent or as the party's transaction-broker.



Definitions of WORKING RELATIONSHIPS

6 TIPS BEFORE SELLING YOUR HOME

1



MEET WITH YOUR AGENT

Your agent can save you a lot of time and energy by guiding you through the pre-listing phase. They are there to serve you and help you decide if listing your home is the right option

2



PRE-QUALIFY TO BUY

Get pre-qualified to buy your next home before putting your current one on the market. Working with a reputable mortgage pro will help you understand what you need to net from your current home and achieve your goals for the next one.

3



PRICE CORRECTLY

Listing your home at the proper market value is critical to selling within a reasonable time frame. Be cautious of making decisions based on valuations online. Instead use your agent's knowledge of the local area as a resource.

PRE-INSPECT

Home inspections are often where a home sale can go wrong. Material defects may need to be repaired prior to a buyer purchasing the home. Determine these potential fixes before you list, instead of during the negotiation process.

4



DE-CLUTTER

If your home is cluttered or filled with personal mementos, it's more difficult for a buyer to picture themselves living there. Placing large pieces of furniture or family photos in storage is worth the effort to help your home sell quicker.

5



PROFESSIONAL PHOTOGRAPHY

The modern-day home search usually starts online and first impressions are very important. Make sure your real estate agent uses a pro photographer in order to show your home in the best light.

6



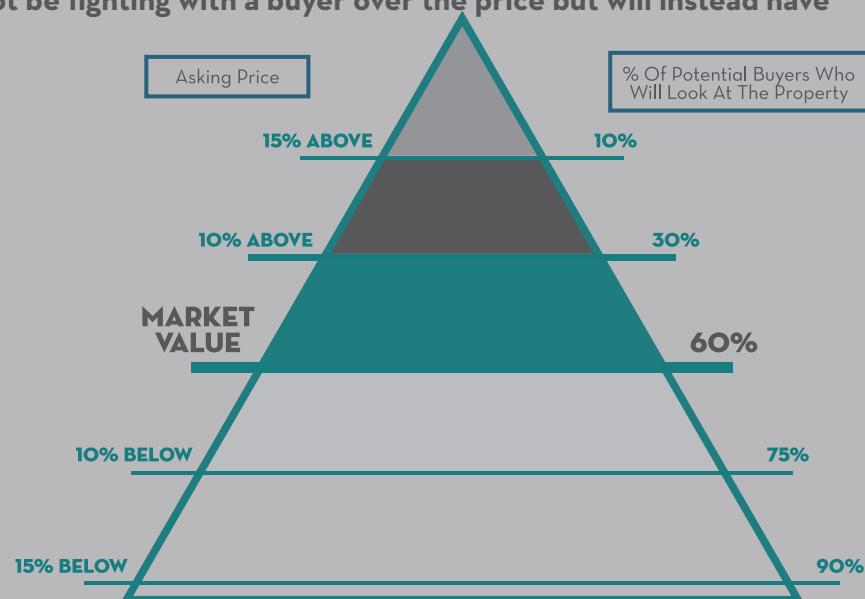
Every homeowner wants to make sure they maximize their financial reward when selling their property. But how do you guarantee that you receive the maximum value for your property? Here are two keys to ensure that you get the highest price possible.

How to get the most money from the **SALE OF YOUR HOME**

1. Price it a LITTLE LOW

This may seem counterintuitive, but let's look at this concept for a moment. Many homeowners think that pricing their homes a little OVER market value will leave them with room for negotiation. In actuality, this just dramatically lessens the demand for your house (see chart below).

Instead of the seller trying to 'win' the negotiation with one buyer, they should price it so that demand for the home is maximized. By doing this, the seller will not be fighting with a buyer over the price but will instead have



2. Use a REAL ESTATE PROFESSIONAL

This, too, may seem counterintuitive. The seller may believe that he or she will make more money without having to pay a real estate commission, but studies have shown that homes typically sell for more money when handled by a real estate professional.

Research by the National Association of Realtors in their 2018 Profile of Home Buyers and Sellers revealed that,

“the median selling price for all FSBO homes was \$200,000 last year. However, homes that were sold with the assistance of an agent had a median selling price of \$264,900 – nearly \$65,000 more for the typical home sale.”



*Price your house at or slightly below the current market value and hire a professional.
This will guarantee that you maximize the money you get for your house.*



MARKETING PLAN

Let's work together to establish the best value for your home. We'll review similar listings in your area and what homes have sold for recently to determine what the market values your property's listing price will be.

- ⊕ Property Website
- ⊕ Property Flyers
- ⊕ Property Brochures
- ⊕ Property Postcards
- ⊕ Facebook Marketing
- ⊕ Other Social Platform Marketing
- ⊕ Listing Your Home on Zillow
- ⊕ Listing Your Home on Realtor.com
- ⊕ Showcased On MLS
- ⊕ Open Houses & Open House Sign-In For Follow-Up
- ⊕ Property Videos For YouTube
- ⊕ Email Blasts To Local Buyers
- ⊕ Syndicating Your Listing To Thousands Of Agent Websites
- ⊕ And More Unique Marketing Techniques!

It's about more than just placing a sign in your yard. It's going above & beyond to get your home sold.



HOME PREP LIST

GET THE MOST VALUE

Get your home ready to look its best for the market. A home that is prepared for buyer's to have the best experience are the homes that sell the fastest and for top dollar.

- ✳ Replace Dead Light Bulbs
- ✳ Replace Dead Batteries In Smoke Detectors
- ✳ Keep House Tidy/Clean
- ✳ Keep Closets Organized
- ✳ Have All Laundry Put Away
- ✳ Open Blinds and Curtains To Let In Natural Light
- ✳ Remove Pet/Musty Odors
- ✳ Maintain Curb Appeal
- ✳ Add Fresh Flowers & Plants for Staging Appeal
- ✳ Declutter. Store Away As Much Personal Content As Possible
- ✳ Take Down All Personal Art & Family Photos.

*To ensure you get the most value out of your home,
use these tips to present your home in the best light!*

TRANSACTION MANAGEMENT

We Are
Transaction
Managers!



- 1
- 2
- 3

Manage all details of your real estate transaction on a consistent basis.

Make sure all the terms and conditions of your Contract to Buy and Sell are fully met or addressed timely and properly.

Stay on top of all other matters to be sure your real estate transaction closes in a timely fashion and with as little stress as possible.

Introducing...

Transation Coordinator
with select closings

Jennifer Russ

Jennifer@SelectClosings.com

NAVIGATION INSIDER

Exclusively for Clients & Referral Partners

EVENTS

Annual client appreciation events

OFFERS

Each month you will receive a special offer from a local business. WE want to help you get to know and enjoy some of the best spots in and around town!

TOGETHER

Need an electrician, dog sitter, landscaper or mobile mechanic? Just reach out to us. We love to connect your needs to the right people.

DROPS

Fun little gifts dropped right at your door.

REPORTS

What's going on in the real estate market? We will send you the answer monthly. It's a great way to keep you up to date on the market in your area along, options on if you wish to refinance or even rent your home in the future.

EVALUATION

What's my home worth!? Just ask and we'll do a quick market analysis of your homes current value. There's no charge or obligation. Our analysis will be much more accurate than Zillow – we promise.

Ask us for recommendations on all services, including but not limited to Lenders, Inspectors, and so much more!