

SELLER RESOURCE GUIDE



IRONTREE REAL ESTATE



IRONTREE REAL ESTATE

We know that selling a home in this market can be challenging. At Irontree Real Estate, we are experienced negotiators. We will skillfully guide you through what can be a complicated process.

It is important to us that our clients are pleased with both our knowledge and our level of service. Our goal is to help our clients get the maximum value for their home in the shortest time possible.

We are honored for the chance to share our local expertise, and commit to working harder for you than any other broker to help you achieve your real estate goals.

WHY HIRE A REALTOR?

The largest investment most people make is their home.



Doesn't it make sense to let a professional manage the sale?

We know our business. We know the selling prices of comparable Homes (your competition), and can therefore intelligently determine the fair market value of your home, helping to assure top dollar for your property.

We can advise you as to the best methods of enhancing certain features of your home to make it more attractive to a prospective buyer.

A Realtor knows how to advertise a property to gain maximum results.

A Realtor pre-screens all prospects, sets up appointments and shows the property. You are not bothered with curious and undesirable traffic.

We know how to negotiate. An experienced third party, an expert in Real Estate, who is familiar with your home, is best qualified to negotiate a contract and to act as mediator between Seller and Buyer.

Because we do not have personal ties to the property, we are better able to be objective.



We know real estate. Protecting your interest throughout the negotiations is a part of our service to you.

A Realtor operates under a strict Code of Ethics enforced by the NATIONAL ASSOCIATION OF REALTORS, assuring you the most competent, professional and ethical performance available.

We provide full-time service. When you employ Irontree Real Estate to sell your house, we will be on the job seven days a week.

At closing time, a Realtor will assist in guiding you through the paperwork to help assure that title evidence and all other documents are properly executed.

We guarantee our work. When your property is sold for the price and the terms agreed upon and when you have received your your check for the proceeds from the sale – then, and only then, do we get paid.

- Present market analysis of subject property.
- Review listing contract.
- Gather all property information for marketing.
- Place lock box on door, sign in yard, and put brochures in home and on sign.

- Syndicate & Aggregate property specs, photographs and virtual tour to over 900 sites on the web:

realtor.com, recolorado.com,
poslets.com, craigslist,
frontdoor.com,
googlebase.com,
hotpads.com, oodle.com,
zillow.com, lycos.com,
trulia.com, vast.com,
mymls.com, etc...



- Order professional photography and virtual tour of your property to be put on marketing and web sites.
- Put property listing in the MLS.

MARKETING PLAN

-
- Design and prepare a color brochure of the property.
 - Create and distribute and e-mail flyer to over 2000 company contacts and top agents throughout the Denver metro area.
 - Order and review title commitment on the property.
 - Have a professional service set all showings & personally e-mail showing agents for feedback.
 - Host Open Houses.
 - Review and negotiate all offers.
 - Be present at or follow up with inspection.
 - Meet or coordinate with appraiser.
 - Schedule & attend closing.
-



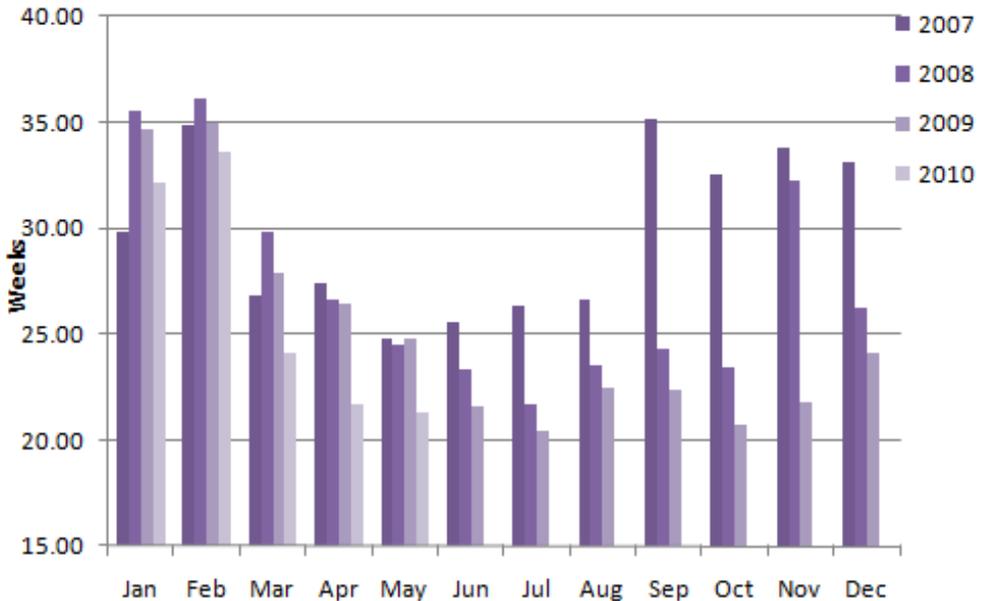
**AND YOU PAY ABSOLUTELY NOTHING
UNTIL YOUR PROPERTY CLOSES!**

- Overpriced properties are overlooked and become “stale”.
- Homes that remain for sale for long periods of time make buyers wary of possible problems with the property.
- A delayed reduction in price may mean less money to seller than if initially priced realistically.
- Competitively priced properties are eagerly shown more often by Realtors®.
- Many buyers are not willing to invest their time, energy, and emotions in lengthy negotiations on overpriced properties.



THE REASONS FOR COMPETITIVE PRICING

Denver Market Absorption Rate



- Owners of an overpriced home are inconvenienced by too many showings for too long a period of time.
- Overpricing immediately eliminates those serious buyers who will not look at homes out of their price range.
- Competition in today's real estate market is stiffer than ever before!
- With the large number of homes for sale in all price ranges throughout the metro Denver area, pricing your home realistically will give your home an important advantage.
- The home must appraise for loan purposes. Lender's determination of fair market value is an important consideration.

Our primary objective is to market your property at the best price obtainable for you. We begin with the basic assumption that everyone is attracted to a neat, well maintained home, even though it may or may not be exactly what they had in mind. Our aim is to guarantee that your home fits into this category.



When I market your home, we will go through it together. Simple improvements and extra touches can “set the stage”, and will vastly enhance the marketability of your home and help accomplish selling your home more quickly.

Attention to the following checklist will help ensure a financial benefit to you.

PROPERTY PREPARATION CHECKLIST

	Exterior
	Grass well fertilized, watered, trimmed and edged?
	Are the flowerbeds well cultivated?
	Are the trees and bushes trimmed and/or leaves raked?
	Is the yard free from refuse and clutter?
	Are snow and ice off the walkways?
	Are garbage cans out of sight or inconspicuous?
	Are fences, gates, and outer buildings in good repair?
	Is outdoor furniture clean and well placed?
	Does the paint need minor attention or major repainting?
	Do the screens or screen doors need attention?
	Do rain gutters, downspouts, or shutters need repairs?
	Does the patio, deck, or railing need re-staining or washing?

	Interior
	Are all rooms thoroughly vacuumed and dusted?
	Do walls need repair, washing, or a splash of paint?
	Does the carpet need professional cleaning or replacement?
	Are linoleum and/or hardwood floors cleaned and waxed?
	Do all windows and window coverings function properly?
	Are windows or window coverings in need of cleaning?
	Does furniture need to be rearranged to maximize space?
	Are the stove/oven/microwave/refrigerator clean?
	Do you have excess items stored or eliminated?
	Should the basement or garage be reorganized?
	Has the fireplace been cleaned?
	Are the bathrooms thoroughly scoured and freshened?
	Are all indoor plants healthy?

When you leave the house for a scheduled showing, try to project an embracing, warm, and inviting atmosphere. This will promote the impression of coziness and spaciousness.

- ✓ Make sure all shades and curtains are opened to let sunlight in.
- ✓ Check to see if glass and mirrors are free of fingerprints and smudges.
- ✓ Turn on all lights inside and out.
- ✓ De-clutter and tidy up.
- ✓ Make sure that cooking odors are gone (unless you are baking cookies). Perhaps have an air freshener to add a light pleasant scent.
- ✓ Be sure that pets are out of the way, and that pet odors are removed.
- ✓ Turn on some soothing music.
- ✓ Keep some fresh flowers in the house.

SHOWINGS

ADDITIONAL SERVICES I CAN HELP ARRANGE FOR YOU

	Home Cleaning
	Home Staging
	Handyman repairs
	Window Coverings
	Landscaping
	Appraiser measurement
	Window Cleaning
	Carpet Cleaning
	Painting
	Plumbing repairs

Since it may have been some time since you sold a previous home, I wanted to remind you of typical seller's closing costs in the Denver Metro area.

TITLE INSURANCE PREMIUM: \$1000 - \$2000 (approximate). This is a debit. You will receive a re-issue rate if you have owned the home for less than 2 years.

PREPAYMENT PENALTY (IF ANY): Determined by Lender.

PRO-RATED SHARE OF TAXES: This can be a credit, debit, or a wash. Amount depends on your escrow account and is always paid in arrears. It will be pro-rated for time spent in the house for the current year.



SELLER'S CLOSING COSTS



INTEREST ON YOUR CURRENT LOAN: This is a charge of approximately one month, depends on the day of closing, and is paid in arrears.

RECORDING FEES: This is a charge of approximately \$40-\$75. This is the fee to record the deed with the county.

WATER AND SEWER: This is a debit, credit or wash. It is a pro-rated amount based on the day of your closing.

BROKERAGE FEE: This debit is paid to your Realtor and the Selling Agent.

CLOSING FEE: Approximately \$250.00 is the fee for the closing and is usually split between Buyer and Seller.

FHA/VA SELLER LOAN FEES: Current fees can be found on the following web site: www.HUD.gov.

Sale Price:

1st Mortgage

2nd Mortgage

Title Fees

Closing Fees

Commissions

Repairs

Equity Loans

Taxes

NET PROFIT

SELLER NET PROCEEDS WORKSHEET



IRONTREE REAL ESTATE

ANDY EISENBAUM

(303) 667-9147

ANDY@IRONTREERE.COM

WWW.IRONTREERE.COM