



**RED COMPASS**  
REALTY

YOUR  
**SELLER**  
PACKET



# Red Compass Realty

## About Us

### The Red Compass Story

We are a full service real estate company in Grand Junction Colorado, founded on the idea that each piece of real estate is unique and requires individualized services tailored to the objectives and needs of each property owner and potential buyer. Red Compass specializes in easing the process of selling and purchasing real estate by providing professional services, using a team of experts, customized to the necessities of each client.



Our real estate team has intimate knowledge of the community's character, mood, and growth potential. Due to the fact that our associates live in the communities they serve, they can readily meet the unique challenges and problems families encounter in selling their homes. Drawing on their extensive knowledge of schools, recreational facilities, and more, our associates are able to better satisfy the special family housing needs of their clients.

## Our Values



**Commitment**



**Client Focus**



**Trust & Integrity**



**Win-Win**



**Teamwork**



**Communication**

# What to Expect

## Key Market Factors

### How long does it take to sell a home?

There is no easy answer—some houses sell in a few days, where others can take months. Recognizing key factors that influence a sale can give you control over market time.

**The proper balance of these factors will expedite your sale:**

#### TIMING

- The real estate market may reflect a seller's or buyer's market. Market conditions cannot be manipulated; a custom marketing plan is necessary.

#### CONDITION

- Property condition affects price and speed of sale. Optimizing physical appearances and advance preparation for marketing maximizes value.

#### COMPETITION

- Buyers compare your property against competing properties. They interpret value based on what other properties are available.

#### PRICE

- If your property is not properly priced, a sale may be delayed or even prevented. We can assist you in determining the best possible price.

#### TERMS

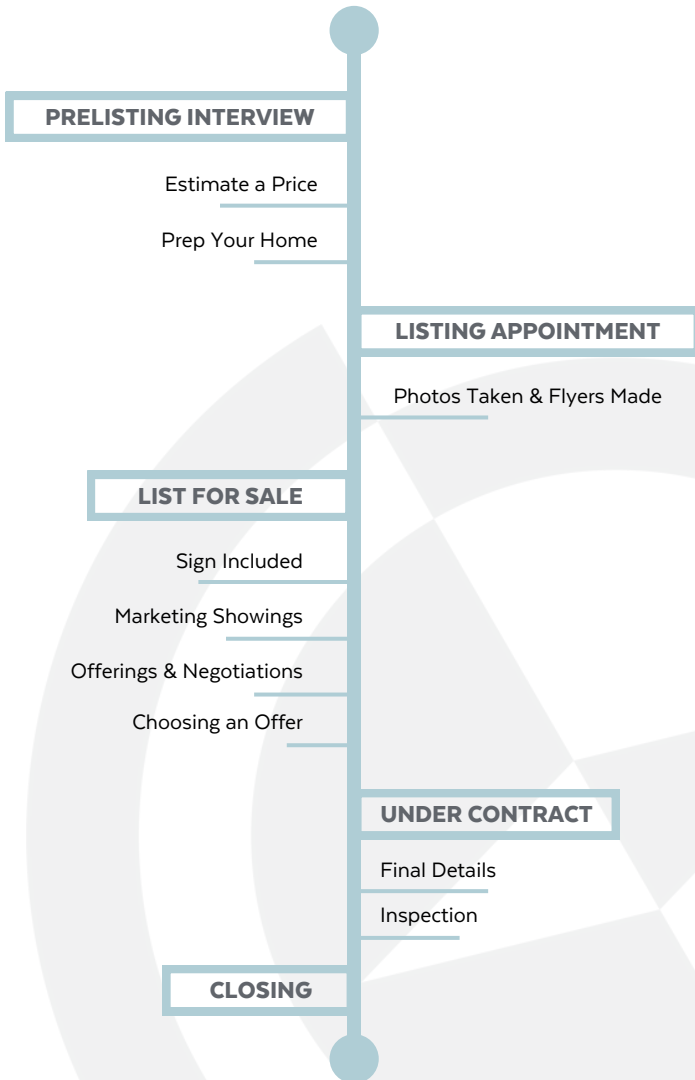
- The more flexible the financing = a broader market = quicker sales for higher prices. Terms structured for your objectives are important for success.

#### LOCATION

- Location is the single greatest factor affecting value, but one you can't control. Neighborhood desirability has a huge impact on a property's fair market value.

# The Process

Start to Finish



# About...

## Your Home

Why are you wanting to sell?

What is your favorite feature of this property?

What do you dislike about your property?

What do you like about the area?

Do you anticipate any challenges with selling?

Do you have a plan if selling takes longer than expected?

Do you have an idea of your home's value?

What is your biggest pricing concern?



## You

When are you looking to move?

What is the best way to contact you?

Are there any times you're not available?

What are some things I can help you with as your agent?

Do you have any concerns about selling that keep you up at night?

# Current Market

For Sellers



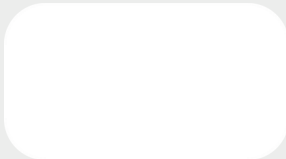
**Med. Price of Competing Properties (active)**



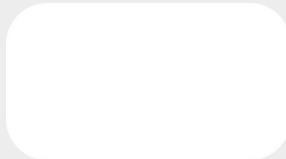
**Med. Price in Neighborhood (sold)**



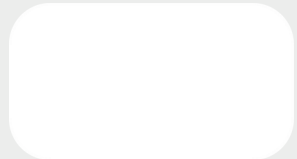
**Current Interest Rate**



**Avg. Days on Market**



**# of Competing Properties in 1 mi**



**Avg. Price in Zip Code**

## Determining Price

### Competitive Pricing

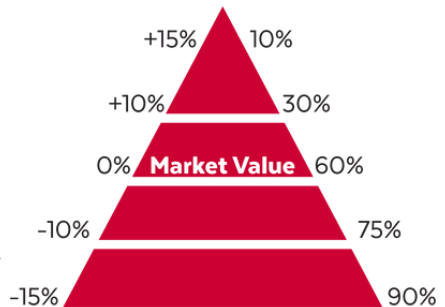
Often creates more excitement and could lead to multiple offers or buyers who are less likely to negotiate price. Helps you negotiate other terms of the agreement such as closing date, inspection requests, rent back, and other concessions.

### Intelligent Pricing

As the triangle graph to the right illustrates, more buyers purchase their properties at market value rather than above it. Posting your property at market value exposes it to many more potential buyers, increasing your change for a sale!

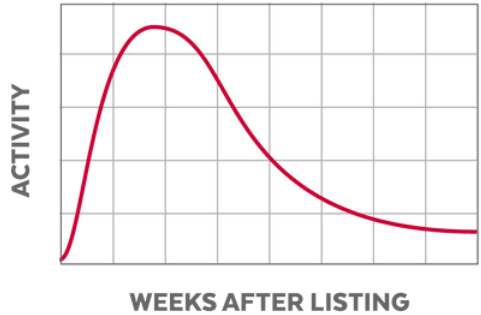
### Pricing Too High

Limits the number of potential buyers, extends the amount of time the home may be on the market, and reduces your negotiation power.



# Pricing & Timing

Timing is extremely important in the real estate market. The graph on the right illustrates the importance of placing your property on the market at a realistic price and terms from the very beginning. A property attracts the most excitement and interest from the real estate community and potential buyers when it is first listed; therefore, it has the highest chance to sell when it is new on the market.



## What May Be Offered

- Price Analysis
- MLS Input
- Lock box & Yard Sign
- Coordinating Showings
- Transaction Management
- Offer Consultation
- Professional Photography
- Buyer Profiling
- Maximum Exposure Marketing
- Floorplan Creation Services
- Professional Staging
- Open House Marketing
- Kitchen Counter Display with Detailed Home & Area Info
- Virtual Tour, Drone Photos, & YouTube Video

# To-Do's for Your Realtor & You

## Theirs

- Make your home famous!
- Install signs and submit to MLS
- Prepare marketing information and advertising.
- Follow up with other realtors who show home.
- Distribute marketing information.
- Attempt to give 1-hour notice to show.
- Review the market continuously.
- Communicate with you on a regular basis.
- Advice of possible solutions if the home has not sold.
- Negotiate the best contract for your needs.

## Yours

- Complete all repairs and cleaning.
- “Stage” your home to be appealing.
- Keep home ready for showing.
- Hide valuables (also prescriptions).
- Keep marketing information set out for potential buyers.
- Call me if information is depleted.
- Leave premises for showings.
- Market your home to friends and acquaintances.
- Keep me advised where to reach you or give permission to show if you are unavailable.
- Refuse to discuss terms with buyers or their realtors without me present.





# Prepping Your Home

## Interior Preparation Checklist

- Clean home thoroughly (including baseboards, light switches,
- doors and door handles, ceiling fans).
- Steam clean carpeted areas, & wax/polish bare floors
- Clean and organize closets to appear as big as possible. Pack up
- full shelves and clean up floors. De-clutter as much as possible.
- Wipe down mirrors & windows. Clean & open blinds.
- Make beds.
- Make sure rooms aren't overcrowded with furniture. Select the
- best pieces and store the rest.
- Remove personal photos & items, and store any toys/pet items.
- Dust any screens (TV, computers). Store remotes.
- Replace light bulbs with bright and cheery bulbs.
- Remove everything from kitchen counter tops.
- Clean underneath sinks and straightened cupboards.
- Clean appliances (inside of fridge, oven, microwave).
- Touch up paint on walls and/or trim.
- Fill in any holes from pictures or other damage.
- Hang fresh towels in bathroom(s).
- Put any prescriptions or medications away.
- Re-caulk necessary areas in bathroom and kitchen (tubs, showers, and sinks especially).
- Clean out fireplace or wood burning stove.
- Remove any foul odor sources. Air out the home for smells caused by things like pets, diapers, and/or cigarettes.
- Set thermostat to comfortable temperature.
- Make sure any pull-down staircase is working well and be sure the attic has light.

# Prepping Your Home

## Exterior Preparation Checklist

Move cars out of driveway or garage.

Sweep outdoor spaces.

Pressure wash driveway, porch, or back deck, and the exterior.

Clean or purchase a new entry mat.

Clean windows.

Organize & store outdoor tools or accessories. Clean & store BBQ/grilling items.

Move trash cans and recycling bins.

Landscape or cleanup yard. Remove any dead plants.

Straighten up outdoor furniture.

De-clutter and organize garage. Clean garage and garage floor.

If you have pets, clean up their bathroom areas.

Clean gutters.

Pools should be sparkling and clear of leaves.

# Showing Your Home

Leave your home in the state it should be shown in.

Keep good scents in the house (potpourri, simmering pots, or candles).

Make sure all lights are on and window treatments are open.

Turn off the TV.

Keep pets out of the way, preferably out of the house.

Leave the property. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be comfortable and let the associates do their job.

# Wrapping Up...

**Did everything I say make sense today?**

**Did you hear anything you are uncomfortable with?**

**Do you think I'll be a good agent for the job?**

**Do you have any additional questions?**

## Service Resources

### **Professional Cleaners**

American Maid  
970.263.7466

Unique Cleaning Services  
970.286.1665

### **Painting & Handywork**

Horner's Painting  
970.314.0826

David's Overall Painting  
970.640.0826

### **Inspections**

AmeriSpec Inspection Services  
amerispec.com

Brother's Inspection  
brothersinspection.com

### **Staging & Interior Design**

Live in This Truth  
Photography & Design  
liveinthistruth.com

Kirsta Jacobs  
719.334.1443

### **Landscaping**

WD Yards  
wdyards.com

Bookcliff Gardens  
Nursery & Landscape  
bookcliffgardens.com

### **Engineering (Foundation)**

Foundation Repair of  
Western Colorado  
foundationrepairwesterncolorado.com